35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MARCH 6, 1961

Baseball advertisers plan to pick up tab for $75 million 27

Tv networks' gross billings keep climbing, hit $682 million in '60 38

Those foreign film imports for tv: the field is bulling along 78

Realism in photography: how Drew applies it in doing tv documentaries 82

COMPLETE INDEX PAGE 7

RADIO is an unceasing source of wonder

Who else grasps the sudden surprise and wonder of a world in change . . . and brings it to us exactly as it happens? Who else communicates it with such speed and directness? Only Radio creates this stunning sense of *immediacy* and only Spot Radio lets you choose the time and place to match it.

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WSB	Atlanta	WISN	Milwaukee	KCRA	Sacramento
WGR	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
WGN	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
WFAA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
KPRC	Houston	WIP	Philadelphia	KREM	Spokane
WDAF	Kansas City	KPOJ	Portland	WGTO	Tampa-Orlando
KARK	Little Rock	WJAR	Providence	KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

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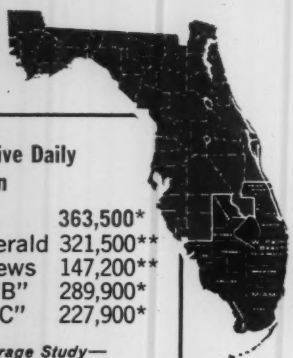

Comparative Daily Circulation

WTVJ	363,500*
Miami Herald	321,500**
Miami News	147,200**
Station "B"	289,900*
Station "C"	227,900*

**ARB Coverage Study— January 1, 1960*

***Publisher's Statements— March 31, 1960*

Not only does WTVJ outshine the other two television stations, but it reaches more homes than Miami's two newspapers, too! 13.1% more South Florida homes view WTVJ daily than read the area's largest newspaper... 147% more than the second newspaper. And 40.5% more homes watch WTVJ daily then the average of the other two Miami TV stations. If you haven't yet seen Profile III, check with your PGW Colonel right away—it's revealing!

WTVJ

CBS

SOUTH FLORIDA

A Wometco Enterprises, Inc., Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WGA-TV
(Affiliate)

*KTVI *rate card* your lowest
cost per thousand TV buy in St. Louis

Nantucket Cove

Represented
nationally by
BLAIR-TV

KTVI 2a abc
CHANNEL
ST. LOUIS

. . . in the Dallas–Ft. Worth market with Channel 4

The January 22, 1961 NSI shows that KRLD-TV continues to reach more TV Homes in the Dallas - Ft. Worth market than any other station.

KRLD-TV's average number of homes reached in Nielsen's six summarized time periods is 40% greater than Station B, 55.6% greater than Station C and 163% greater than Station D.

Reach the Dallas - Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Tape format set

Last week's White House news conference format (i.e., taping by radio and tv for simultaneous release with other press services upon completion of conference) is expected to become standard except for interspersing of live radio-tv pickups on special occasions. Despite none too veiled opposition of printed press and press associations, it's understood President Kennedy and his news secretary, Pierre Salinger, are convinced this procedure is best and gives equal break to all news entities.

Actually last Wednesday's Kennedy conference coverage went well except for incident in New York occasioned largely by misunderstanding on timing. Newspaper reports to effect that there were major snafus on network handling are branded exaggerations.

Alert on alerts

Sharp-eyed broadcasting representatives participating in meeting last Thursday on implementation of Conelrad project covering radio silence except on designated channels during air attack alert, blocked move that would have placed programming control in government hands in national emergencies. Language proposed by Office of Civil and Defense Mobilization read: "During a Conelrad alert, control of emergency broadcasts to the public is the responsibility of the government of the area in which the Conelrad alert originates." After long and bitter debate, key words "official information" were substituted for "emergency broadcasts."

Non-government spokesmen were unanimous in opposition to OCDM language. Developed during discussion was fact that Kennedy administration already had approved private control and that during entire World War II emergency, no government control was exercised over programming since stations and networks invoked voluntary censorship. FCC staff also opposed OCDM language.

Ford mulls radio

Ford Motor Co., Dearborn, Mich., which for this season is cutting back its network tv by dropping one half of its sponsorship of NBC-TV's *Wagon Train* and *Alfred Hitchcock Presents*, is considering network radio splurge and newspaper schedule to take up slack. Word is that Ford, through J. Walter Thompson Co., may buy on two or more radio networks. Change in strategy said to be influenced by auto sales drop. Ford's portion of NBC-TV shows have been "sold off" to Revlon.

Big brother is watching

In case any CBS radio affiliates are getting notions, network is still keeping tabs on their program clearances and still insisting they carry all shows reserved for network sales under "PCP Plan" as revised last fall. Inadequate clearance is reason network authorities give for quiet move few days ago notifying KEPR Kennewick, Wash., that it was being dropped from CBS radio lineup. KEPR had been CBS affiliate for some 15 years.

All-band sets

Optimism exuded by FCC Comr. Frederick W. Ford and some of his FCC colleagues on proposed legislation to make manufacture of all-band (vhf-plus-uhf) receivers mandatory is premised on legal opinions that such legislation can be enacted and is constitutional. All previous efforts to enact such legislation have failed. But in past year, not only FCC lawyers but those of Dept. of Justice have concluded that sound legislation can be written. And there's at least one private opinion by highly placed law firm that it can be done. Electronic Industries Assn. consistently has assailed legislation on constitutional grounds. (Story page 62)

Clear channels continued

As promised, clear-channel case was back on FCC agenda for last Wednesday's meeting (CLOSED CIRCUIT, Feb. 27) but was passed over without debate or formal vote. Unofficially, its reported seven members present were split 3-3-1 (three favoring break down of all clear channels; three wanting to duplicate only half, and one against any breakdown without power increases for remaining clears). With new Chairman Newton Minow sworn in day after meeting, there is chance for action after he becomes acquainted with case.

Minow may wait

FCC Chairman Newton N. Minow may take his time in appointing new head of Broadcast Bureau which he regards as key staff position. Instead of lawyer or engineer, he may reach into broadcasting ranks for "practical broadcaster" familiar with vicissitudes of operations and observance of FCC's rules and regulations. Meanwhile, incumbent Harold Cowgill, who once operated uhf station in Illinois, continues on job.

Also under consideration, however, are several staff officials. They include James Barr, assistant chief of Bureau under Mr. Cowgill, Network Study Staff Chief Ashbrook Bryant and Louis Stephens, assistant chief of rules and standards. Joe Nelson, head of renewal and transfers, is being supported by others but has made no move on his own.

Fresno situation

KFRE-TV's ch. 12, believed earmarked for Santa Barbara as Fresno station begins permanent uhf operation on ch. 30, deintermixing market, may remain in Fresno after all but as educational tv outlet. Otherwise it's likely to move to location north of Santa Barbara. One of channels involved in new bilateral agreement evolved by U. S. and Mexican governments in adjusting tv allocations (CLOSED CIRCUIT, Nov. 7) it's now learned authoritatively that Mexico does not look with favor upon ch. 12 operation in Santa Barbara because of limitations on its use by that country.

Untouchable boycott

Board of governors of Federation of Italian-American Democratic organizations of New York plans to propose at annual Amerigo Vespucci dinner on March 12 that its 500 member organizations in New York boycott sponsors of ABC-TV's *Untouchables* unless network gives "more satisfactory assurances" that future programs do not link Italians with crime. Italian-American group is also going ahead with plans to picket ABC New York offices on March 9, Amerigo Vespucci day (BROADCASTING, Feb. 27, 1961). Organization will use 21 pickets, representing 21 million members of more than 2,000 Italian-American groups across the country. New York chapter expects other chapters to join in boycott, which would be directed against one sponsor at time. Program is currently sponsored by L&M Cigarettes, Beecham Ltd., Armour & Co. and Whitehall Labs.

Early caller

Among first of official callers at office of FCC's new chairman, Newton N. Minow, after he was sworn in last Thursday was NAB President LeRoy Collins. He spent informal 10 minutes with new FCC head.

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BOB MURPHY
6' 8" host of the
WJBK-TV
"Morning Show"
9-11 a.m., Mon. thru Fri.

HEAD AND SHOULDERS ABOVE ALL COMPETITION

Detroit's Top Salesman In 136,800 TV Homes Daily*

It isn't in height alone that Bob Murphy tops 'em all in 4-station Detroit! It's persuasive power plus active participation that make Murphy's emceeing so sales provoking. Here's the formula that keeps 'em tuning to "Morning Show." A *good* movie. Surprise visits from guest notables. Daily "calls" by three doctors . . . Dr. John T. Dempsey, WJBK-TV news director, backgrounding the news, Detroit Health Commissioner Dr. Joseph T. Molner on health topics, and Dr. Elton McNeil, child psychologist, on child rearing. Total: 120 minutes of sell. Ask your Katz man how you can get in on it!

*Nielsen, (Aug. 60–Jan. 61 Avg.)

WJBK-TV

CHANNEL 2 CBS DETROIT
a Storer Station

NATIONAL REPRESENTATIVE: THE KATZ AGENCY

WEEK IN BRIEF

Advertisers will pay $75 million this year to bring audiences the country's favorite outdoor game, baseball. The game itself will add $17.3 million to gate receipts, from radio-tv. See . . .

WHO PAYS FOR AMERICA'S PASTIME? . . . 27

Two bigger distributors get into the business of importing foreign movies for tv, accent impetus being felt in a field that's bulling along. See . . .

MARKET'S BRISK IN MOVIE IMPORTS . . . 78

The television networks enjoyed gross billings of $682.3 million in 1960, a rise of $55 million (8.8%) from 1959, say TvB figures, which also show CBS-TV holding its lead over NBC-TV, except for two months. See . . .

TV NETWORK SALES UP 8.8% . . . 38

There's a new movement in presenting television documentaries which makes the most of the potential for realism in camera work. It's best exemplified by a production organization headed by Robert Drew. See . . .

TV'S SCHOOL OF STORM AND STRESS . . . 82

Television viewers say they want information programs, but when it comes to watching they prefer entertainment. This is among findings in one of two radio-tv preference surveys in Duluth-Superior, Milwaukee. See . . .

CULTURE FINE, BUT WHO LIKES IT? . . . 46

The FCC will just be "spinning its wheels" in trying to regulate programs, says a departing member, Charles King, who also thinks successful pay tv systems would kill the present one. He sees eventual Sec. 315 repeal. See . . .

KING OPPOSES PROGRAM CHECKS . . . 70

Broadcasters and the FCC get behind Senate plan to subsidize educational tv. Some see a fourth, educational, network; others see incentive to uhf. See . . .

INDUSTRY BACKS ETV STUDY . . . 62

Chicago lawyer Newton N. Minow takes over as FCC chairman amid packed room of well-wishers. See . . .

CHANGING OF THE GUARD AT FCC . . . 74

DuPont lays bets on NBC-TV with one-hour, $7 million weekly show, and drops weekly half-hour and monthly 90-minute vehicles at CBS-TV. See . . .

DUPONT MOVES TO NBC-TV . . . 41

A permanent congressional overseer of the regulatory agencies is Rep. Harris' new subcommittee, which replaces old Oversight unit. And it appears that he'll probably head it. See . . .

HARRIS' NEW SUBCOMMITTEE . . . 68

Recently-appointed Jim Hagerty enlarges on some of the plans he has to bring ABC news-public affairs programs up to scratch with CBS, NBC. See . . .

HAGERTY'S PLANS FOR ABC . . . 56

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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IF YOUR CLIENT IS THINKING OF SELLING CARS IN NEW YORK

(and he should be; it's the biggest market in the U.S.)

START WHERE THE SELLING IS EASY

(easier because the New York market is bigger than the next 3 combined)

START WITH WINSland

(the proven road for reaching these people)

WHERE THE MARKET IS MARVELOUSLY MOBILE

(all ages, all interests, all incomes)

No matter where they go, WINSlanders have this in common. They're always on the go and they prefer to go in cars. They spend over 2.7 billion a year on new cars, gasoline, lubricants and automotive products. You can reach them almost every minute of the day and night (on their car radios!) with WINS, No. 1 station in New York. MEDIA MORAL: If you sell something with "go," go sell it on WINS, the station that can drive home the sales.

For complete information call: WINS JUdson 2-7000

1010 WINS NEW YORK

Nationally Represented by The Katz Agency

KJEO (TV) sale sets uhf record: $3 million

Sale of ch. 47 KJEO (TV) Fresno for $3 million cash—highest price ever paid for uhf outlet—was consummated last Friday, subject to FCC approval.

Purchaser is Shasta Telecasting Corp., Redding, Calif. (owner of ch. 7 KVIP-TV), headed by George Fleharty and which includes group of financial backers. Acquisition is from J. E. O'Neill, president of O'Neill Broadcasting Co. and 100% owner, who is retiring from broadcast business but will remain active in other California enterprises.

KJEO (TV) began operation Sept. 1, 1953, and has been affiliated with ABC-TV from start. Fresno becomes all-uhf market with impending switch of KFRE-TV from ch. 12 to 30. Shasta's KVIP-TV also is affiliated with ABC.

Mr. Fleharty said present operating policies and personnel of KJEO will be continued. Joe Drilling, vice president and general manager, likewise has been asked to continue.

Why pilots cost so much: something for everybody

Big reason for present high costs of pilots is that film makers now try to include as many elements as possible to fit whatever time period network or advertiser may have in mind, and thus be more salable, according to report not generally circulated.

Once sale is made, it's then simple to concentrate on most appropriate ingredients—action, humor, youth appeal, etc.—in making rest of series.

Pilot doctoring is even more important, so syndicators explain, in preparing film which fails to make network sale but is picked up by regional advertiser and is headed for syndication. Sometimes, an initial concept can come full turn around by time series goes into production to give series that "just right for syndication" look.

Sylvania's Grant opposes all channel tv proposal

FCC proposal to enforce all-channel tv set manufacturing (see page 62) is "unreasonable and inconsistent with the principle of supply and demand," according to head of tv setmaker Sylvania Home Electronics Corp.

Peter J. Grant, president of Batavia, N. Y., marketing subsidiary of Sylvania Electric Products Inc., said it "would place an unjustified cost burden on the public," which can buy all-channel models now if they choose. "It would be just as reasonable to require an applicant for a Florida driver's license to own a set of tire chains before he could take his road test" as to require production of all-channel sets, in Mr. Grant's view.

A 22 year-old secret

Just prior to swearing in Newton N. Minow last Thursday as FCC's new chairman, Associate Justice William O. Douglas of U. S. Supreme Court commented that 22 years earlier, he had fully expected to become FCC chairman and that failure to get appointment was one of great disappointments of his life. Inside story is that in 1939, after he had concluded tenure as chairman of Securities & Exchange Commission, Mr. Douglas was called in by F. D. R. and advised that he wanted to retain him in government (after Mr. Douglas had accepted deanship of law at Yale). After several minutes of conversation, F. D. R. disclosed he had just sent Douglas nomination to Senate for Supreme Court. Thereupon, James Lawrence Fly was named FCC chairman.

Lark sets radio programs around heavyweight bout

Studebaker-Packard Corp., for Lark Auto, South Bend, Ind., will sponsor 10-minute pre-fight program, *Champ Close-Ups*, before Patterson-Johansson contest March 13 on ABC Radio. Advertiser also will sponsor 10-minute wrap-up after fight should it go into seventh round, and will co-sponsor fight itself with Mennen Co. (BROADCASTING, Jan. 30) in four markets: New York, Chicago, San Francisco and Los Angeles. Excluding four Studebaker markets, Carling Brewing will share Mennen's national sponsorship. Agency for Lark: D'Arcy Adv., N. Y.

Chevrolet talking of fall

Chevrolet, which has let it be known it'll drop Dinah Shore's services for next season, is reviewing its network tv this week at meeting on West Coast. Talks will center on fall plans. Current shows: *Dinah Shore* hour on NBC-TV (Sunday, 9-10 p.m.) but slated to be filled next season with *Bonanza, My Three Sons* on ABC-TV (Thursday, 9-9:30 p.m.), and part sponsorship of *Route 66* on CBS-TV (Friday, 8:30-9:30 p.m.).

CBS-TV affiliates learn why network didn't tell

"Why didn't they clear it first with their affiliates board?" Many have asked that question since CBS-TV first sprung its controversial but now operating plan to sell late-morning programming in "rotating minutes" (BROADCASTING, Jan. 16, *et Seq*).

At closed meeting with affiliates board March 3, held for totally different purpose, network officials reportedly went out of their way to raise this same question and then answer it. They didn't check first, they explained, because their lawyers felt that, in view of rate and compensation changes involved, clearing it in advance might be construed as "price-fixing."

After this digression, described as congenially received, they went on with main purpose of meeting: to lay plans for general affiliates convention to be held in New York.

'Untouchables' outdrawn by NBC-TV's special show

American Research Bureau special overnight "national" and its regular "multi-city" report (seven major cities in U.S.) agreed Friday (March 3) that highly-rated *The Untouchables* of ABC-TV (Thursday, 9:30-10:30 p.m.) is indeed not sacrosanct.

ARB's figures showed NBC-TV's special 90-minute "25 Years of Life" (9:30-11 p.m. reached an average 13 million homes in U.S., while *The Untouchables* was seen by an average of 8 million homes. A. C. Nielsen reported that in its New York "instantaneous" reports (via audimeter) NBC's "25 Years of Life" scored 39.6 average rating with 54.1 share during period when homes using tv in New York reached all-time high of 73.2.

GM plans package on NBC-TV

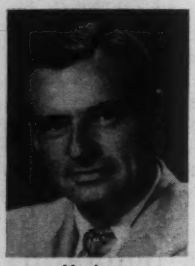
Chunk of unexpected General Motors business appears headed for NBC-TV summertime only. Details still must be worked out but concept seems to have substance: yet-to-be-determined GM divisions would participate in pack-

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Neuwirth

H. D. (Bud) Neuwirth, director of sales, WIP - AM - FM Philadelphia (Metropolitan Broadcasting Corp.), named vp and director of radio sales for Metropolitan. He joined firm last year as assistant to John W. Kluge, president and board chairman, and later was promoted to top sales post at WIP. Appointment, effective March 13, puts Mr. Neuwirth in charge of coordinating sales activities for Metropolitan radio properties: WIP Philadelphia, WNEW-AM-FM New York, WHK-AM-FM Cleveland, KMBC Kansas City (subject to FCC approval), and international station WRUL.



Mr. Jones

Maitland Jones, formerly senior vp and creative director, Fletcher Richards, Calkins & Holden, and previously in similar capacity at Sullivan, Stauffer, Colwell & Bayles, joins Donahue & Coe, N. Y., as vp and associate creative director. Mr. Jones will share creative directorship with Henry Slesar, both of whom will devote full time to creative supervision. Warren Donahue, who joined agency several months ago as copy director, will have full responsibility for department administration in addition to his creative duties. Move, according to Don E. West, president of Donahue & Coe, "may well chart the future of agency creative operations."

Mr. Joseph

Mr. Scherick

Edgar J. Scherick, president of Sports Program Inc., New York, which produces live sporting events for showing over ABC-TV, named ABC vp in charge of tv network sales, succeeding **William G. Mullen,** who continues as an ABC vp and whose duties will be announced at later date. Mr. Scherick has been in his own business for four years and earlier was sports specialist for CBS-TV and with Dancer-Fitzgerald-Sample, New York, as director of sports and special events. **Michael Joseph,** who has been program consultant to WABC New York and WISH Indianapolis, appointed program consultant to ABC's six owned-and-operated radio stations. From 1955-58 Mr. Joseph was national program manager of Founders Group of four radio stations, and later was vp in charge of radio for Capital Cities Broadcasting Corp.

William T. Orr, head of Warner Bros. tv division since its inception five years ago, appointed vp in charge of production of all tv, motion picture and theatrical production. He will report to Jack L. Warner, WB president. Mr. Orr was responsible for introducing following Warner Bros. series: *Maverick, 77 Sunset Strip, Hawaiian Eye, Surfside 6, The Roaring 20's, Cheyenne, Lawman, Bronco* and *Sugarfoot.*

Mr. Adler

Seymour L. (Stretch) Adler, director of national sales for Paramount Television Productions, N. Y., appointed vp and general manager of Paramount owned and operated KTLA (TV) Los Angeles. Mr. Adler, who joined Paramount in October 1959, previously headed both network and syndication sales for Official Films, N. Y., as well as program development and production. Prior to that, he held the same position with Guild Films, also N. Y. He was associated with Screen Gems from 1954-57 as senior account executive, after service as executive in radio-tv department of William Morris Agency.

For other personnel changes of the week see FATES & FORTUNES

age that includes nearly 50 quarter-hours. Though buy is not intended as antidote to reports of auto tv being in dire straights, it could well have that effect.

RCA dividend 25 cents

RCA, whose annual report revealed 13% drop in 1960 earnings (see story, page 48), declared quarterly dividend of 25 cents per share on common stock, payable April 24, 1961, to holders of record as of March 13, 1961. Firm also declared dividend of 87½ cents per share on first preferred stock for period April to June 30, 1961.

H&B buys 3 more catvs in West for $1.3 million

H&B American Corp. through subsidary Transcontinent Communications Systems Friday (March 3) purchased three additional catv systems in Prescott, Ariz., and Missoula and Whitefish, both Montana, for approximately $1.3 million from local owners.

Purchase price included microwave relay which serves Montana systems, according to H&B Board Chairman David E. Bright. Three systems serve estimated 7,500 subscribers.

Last summer, H&B entered catv field with $5 million purchase of nine catv systems from Jerrold Electronic Corp. (BROADCASTING, Aug. 15, 1960). H&B is Los Angeles-based home building and steel forging company.

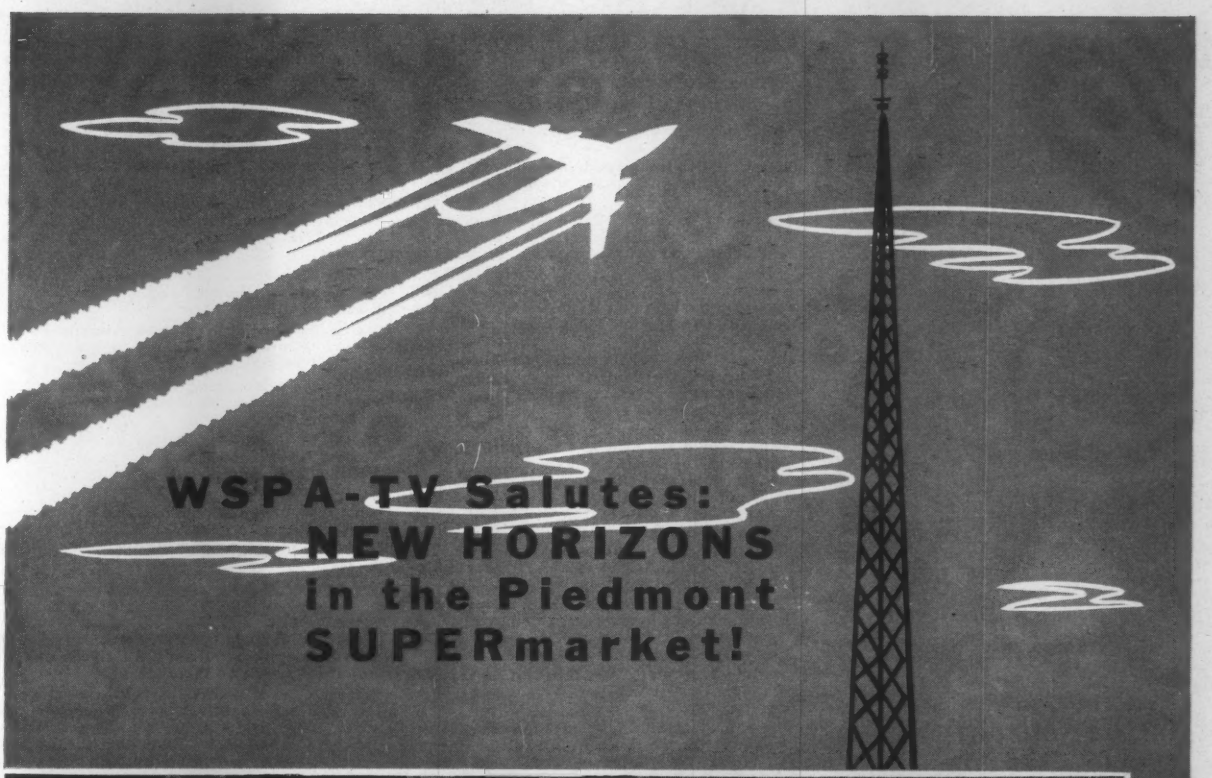
Way cleared for grant of ch. 10 to KMED Medford

Way was cleared for KMED Medford, Ore., to receive grant of ch. 10 there when FCC Chief Hearing Examiner James D. Cunningham Friday (March 3) dismissed without prejudice applications by two competitors.

He approved agreement whereby KMED would reimburse Medford Telecasting Corp. $9,300 and TOT Industries Inc. $6,700 for partial expenses in return for their withdrawal (BROADCASTING, Jan. 23). KMED now is only remaining applicant for ch. 10 Medford.

QXR Network's 35th station

KRBE (FM) Houston became 35th fm station affiliate of QXR Network last week. Owned by Texas Fine Music Broadcasters Inc., with Ellis Gilbert as president, two-year-old outlet on 104.1 mc programs classical and semi-classical music exclusively. In its QXR affiliation KRBE (FM) becomes part of non-interconnected network of 15 classical music fm stations in major markets across country. There are 20 fm stations making up interconnected QXR Network, extending from Boston to Washington, D. C.



The booming Piedmont soars to new horizons of growth with the joint Greenville-Spartanburg Jetport . . . a six million dollar development linking the Piedmont SUPERmarket with the world at the speed of sound.

Located at the "Crossroads of the New South" near the intersection of Interstate Highways 85 and 26, this new facility, the first regional Jetport in the South, will serve over a million and a half people who live within easy driving distance.

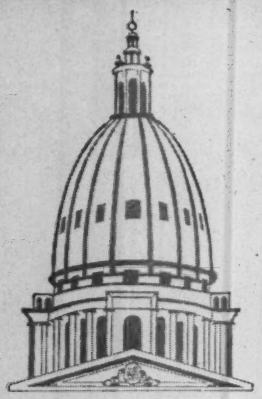
WSPA-TV blankets the broad heart of the Piedmont Industrial Crescent which the Jetport will serve. Here in the SUPERmarket of the South is growing industry, a payroll-rich population and unparalleled progress. Let WSPA-TV's powerful Channel 7 signal beam your message to this jet-age audience.

SEAL OF GOOD PRACTICE

WSPA-TV SPARTANBURG, S. C.
CBS in the PIEDMONT **Channel 7**
National Representatives: GEORGE P. HOLLINGBERRY CO.

IN

LANSING



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5000 WATTS

has been consistently rated

No. 1

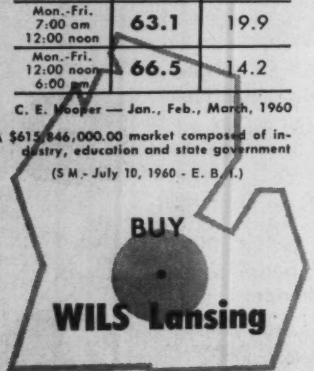
by every listener survey for the *past 4 years.*

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

*A $615,646,000.00 market composed of industry, education and state government

(S.M.- July 10, 1960 - E. B. I.)



...the most for your money in the market.

represented by Venard, Rintoul & McConnell 03

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

March 6 — **Hollywood Advertising Club,** luncheon meeting. Hollywood Roosevelt Hotel.

March 7—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Time buying and selling seminar.

March 8 — **Hollywood Advertising Club,** workshop on "How to Make a Good Tv Commercial." Hollywood Roosevelt Hotel, 11 a.m.-2 p.m.

March 8—**Publicity Club of Chicago,** Sheraton Towers, Chicago, 12 noon. Pierre Salinger, news secretary to President Kennedy, is guest speaker.

March 8—Resumption of **FCC** hearing on radio and tv network broadcasting, with Chief Hearing Examiner James D. Cunningham as presiding officer. Courtroom of U.S. Court of Appeals, U.S. Courthouse and Post Office Bldg., 312 N. Spring St., Los Angeles.

March 9—**Radio & Television Executives Society of New York annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.**

March 13—New deadline for filing comments on **FCC** proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

March 13-15—**Canadian Assn. of Broadcasters,** convention. Hotel Vancouver, Vancouver, B.C., Canada.

March 14—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Speakers: Ben Strouse, general manager, WWDC Washington, D. C., and John McClay, general manager, WJZ-TV Baltimore. "Case histories of successful editorializing on radio and tv."

*March 14-17—Spring conference, **Electronic Industries Assn.** Agenda includes seminars on military marketing, parts specification management on reliability, legislation concerning imports of foreign products. Government-Industry dinner, March 16, with Lt. Gen. Bernard A. Schriever, chief, Air Research & Development Command, as principal speaker. Statler-Hilton Hotel, Washington, D. C.

March 15—**Bureau of Broadcast Measurement,** annual meeting. Hotel Vancouver, Vancouver, B. C., Canada.

March 15-18—**Assn. of National Advertisers,** annual West Coast meeting. Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

March 16-21—**National Federation of Advertising Agencies,** annual management conference. Sahara Hotel, Las Vegas.

March 17-18—**Arkansas Broadcasters Assn.,** spring convention. Hotel Marion, Little Rock.

March 17-18—**Professional Advertising Club of Topeka** workshop and clinic. **Washburn U., Topeka, Kan.**

March 20-23—**Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.'s** schools of journalism (Medill) and law, downtown campus, Chicago.

March 21—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

March 22 —**Assn. of National Advertisers,** workshop on shows and exhibits. Hotel Plaza, New York City.

March 24—**Alfred I. duPont Awards Foundation,** awards dinner. 7 p.m., Mayflower Hotel, Washington, D. C.

March 24—Advertising Forum, **Houston Advertising Club.** Shamrock-Hilton Hotel, Houston, Tex.

March 28—**American Marketing Assn., New York Chapter,** marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

March 31—Deadline for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the **American Bar Assn.'s Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 4-7—**Audio Engineering Society,** West Coast spring convention. Ambassador Hotel, Los Angeles.

April 5-7—**American Society for Testing Materials,** symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—**Montana Broadcasters Assn. annual meeting. Billings, Mont.**

April 7-8—**New Mexico Broadcasters Assn.,** convention. Speakers include Howard Bell, NAB vice president for industry affairs. Angiers Motor Hotel, Farmington, N. M.

April 7-8—**Southwest Assn. of Advertising Agencies,** annual convention. Mariott Motor Hotel, Dallas.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers** 28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. **Jayhawk Hotel, Topeka.**

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

April 15-16—**Mississippi Broadcasters Assn.,** spring convention. Buena Vista Hotel, Biloxi.

April 16-19—Assn. of National Advertisers, spring meeting. Sheraton Park Hotel, Washington, D. C.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—**International Advertising Assn.** Waldorf-Astoria Hotel, New York City.

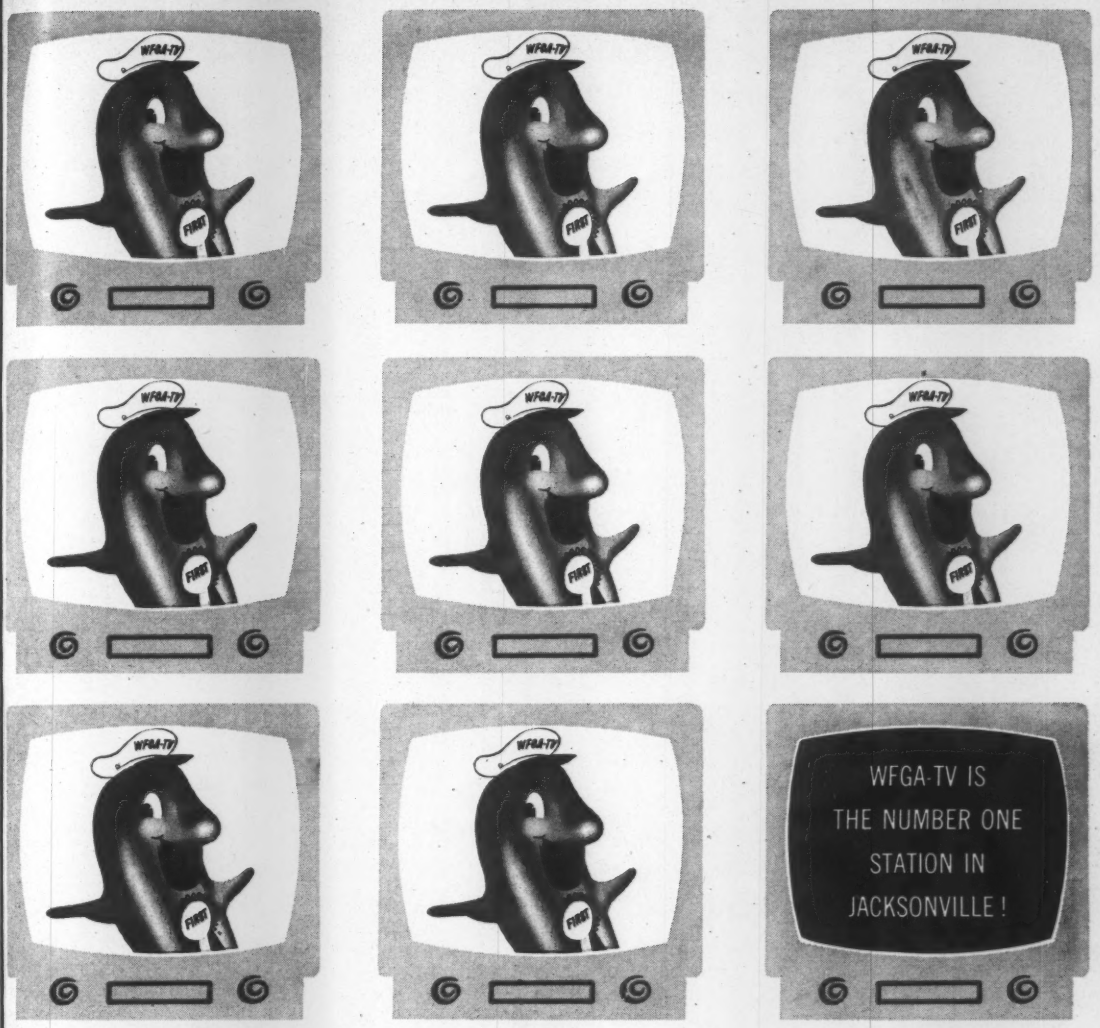
April 20-21 — **Pennsylvania AP Broadcasters Assn. Sheraton Hotel, Philadelphia.**

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

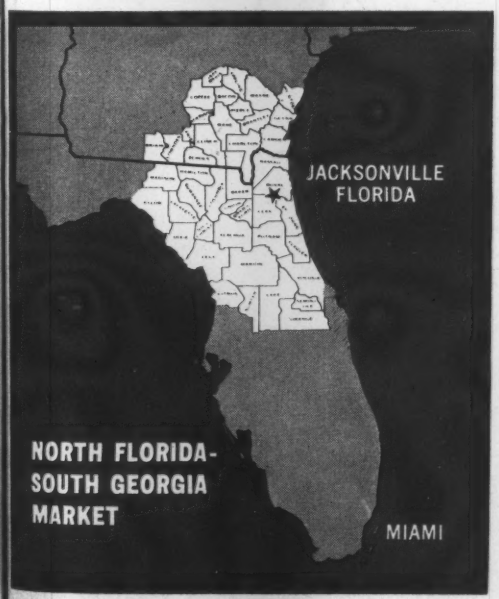
April 20-22—**Alabama Broadcasters Assn.**

RAB SALES CLINICS

April 3—Albuquerque, N.M.; Charlotte, N. C.
April 4, 5—Phoenix, Ariz.; Atlanta, Ga.
April 6—Los Angeles; Tampa, Fla.
April 7—Bakersfield, Calif.; Miami, Fla.
April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.



WFGA-TV captures a big 51.0% share of audience in November ARB!



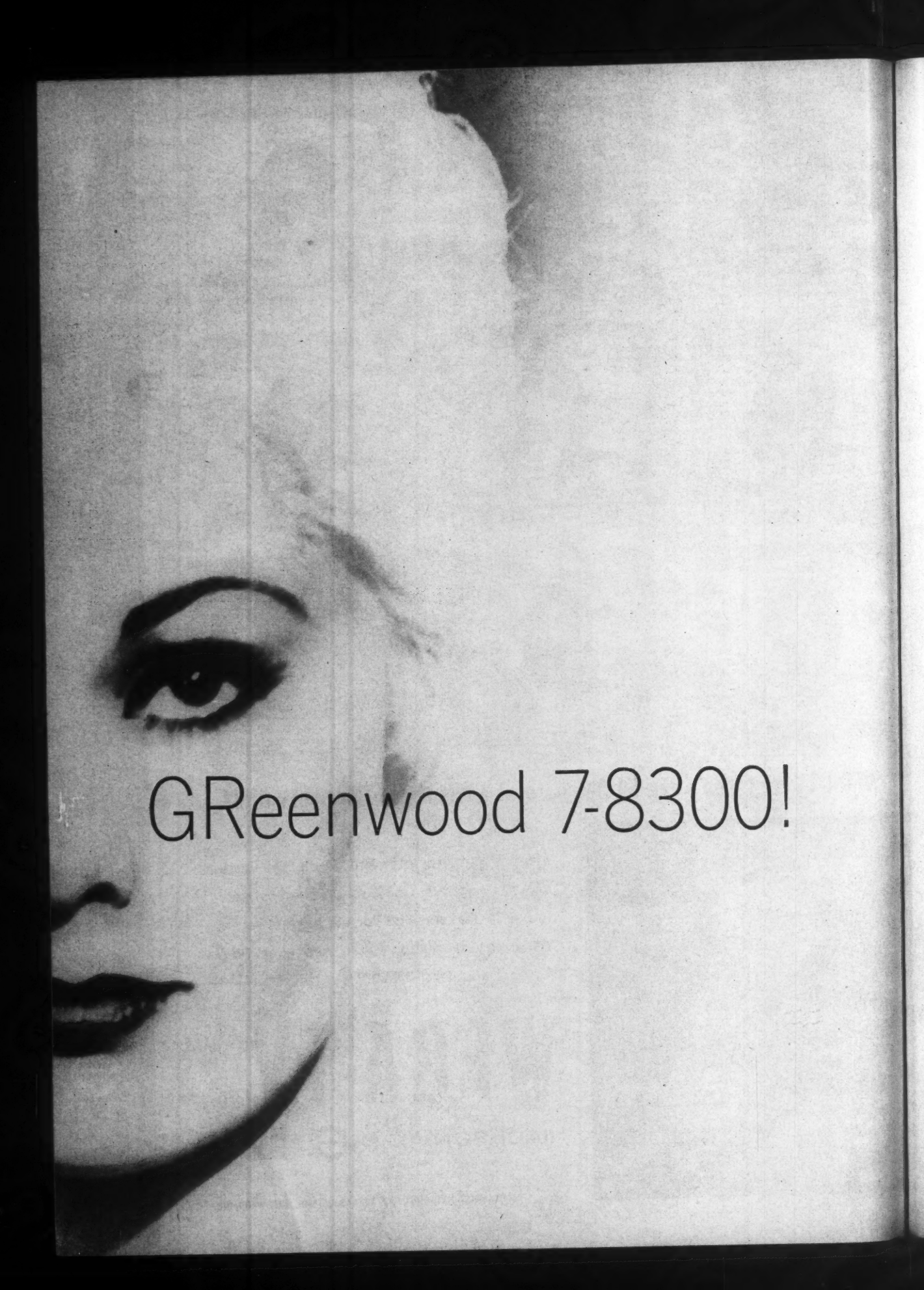
From 9 a.m. to midnight, 7 days a week, WFGA-TV corrals a 51% metro share of sets-in-use in Jacksonville. For the biggest return on your advertising dollar, see your PGW Colonel about WFGA-TV.

WFGA-TV

JACKSONVILLE abc NBC

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.


GReenwood 7-8300!

Kim is the name.

And you can reach her, and many more of Hollywood's biggest stars, with a call to WCAU-TV Philadelphia.

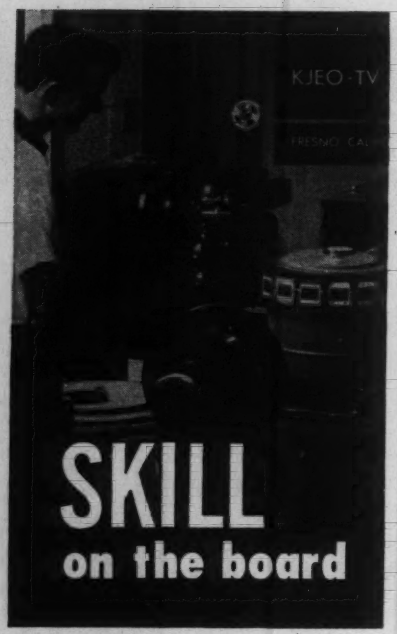
Channel 10 has just added, to its already fabulous feature film library, two new star-studded packages of more than three hundred major post-'48 movies—from both Warner Brothers and Columbia Pictures—never before seen on television.

In the months ahead, Philadelphians will be tuning to 10 to see big premieres like *The Caine Mutiny, Born Yesterday, A Star is Born, The High and the Mighty* and *Rebel Without a Cause*... with big stars like Marlon Brando, Rock Hudson, Judy Holliday, Jack Lemmon, John Wayne, Judy Garland, Doris Day. All coming to Channel 10's top-rated Early Show and Late Show!

In short, "colossal" motion picture entertainment and a "stupendous" advertising buy.

Get the picture?
Dial GReenwood 7-8300 or write to WCAU-TV

Channel 10, Philadelphia · CBS Owned
Represented by CBS Television Spot Sales



Our "board of directors" is the technical best. The kind that knows how — and how important — the advertiser's message is. The "board" gets the word across. And with the kind of finesse that outstrips ordinary competition. The extras that mean "extra sell" — smooth handling of live or filmed commercial material to meticulous and bright delivery of local-live tie-ins — make KJEO-TV your right time buy.

KJEO-TV is talent. Right now, top announcers and top technicians are standing by ready to create the "air time corporate image" you want for your product.

In the Fresno market look no longer. You've got KJEO.

Ratings? We've got them! Starting with both the Nos. 1 and 2 shows in the market! (Nov. '60 Nielsen)

Check with your nearest H-R representative

network affiliation? abc Of Course!

KJEO

CHANNEL 47 Fresno, California

J. E. O'Neill, *President*

Joe Drilling, *Vice Pres. - Gen. Mgr.*

W. O. Edholm, *Commercial Mgr.*

spring convention. The Holiday Inn Riviera Dauphin Island, Ala.

April 21-22—National Assn. of Educational Broadcasters, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 24-28—U. of Florida third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—American Marketing Assn., New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Conference, Institute of Radio Engineers. Hotel Westward Ho, Phoenix, Ariz.

April 26-29—Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.

April 28-30—**Alpha Delta Sigma,** professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—National Radio Month.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 Western Electronic Show & Convention (WESCON). Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 3—**Station Representatives Assn.,** Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival.** Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—Western States Advertising Agencies Assn., annual conference. Shelter Island Inn, San Diego, Calif.

May 4-8—American Women in Radio & Television, national convention. Statler Hilton Hotel, Washington, D. C.

May 4-14—Brand Names Week.

May 7-10—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7-12—Society of Motion Picture & Television Engineers, 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television."

May 8-10—National Aerospace Electronics Conference, Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

May 13—**Illinois AP Radio-and-Television Assn.** Northwestern U., Evanston.

May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

Advertising Federation of America 1961 Conventions

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office
Copyright 1961: Broadcasting Publications Inc.

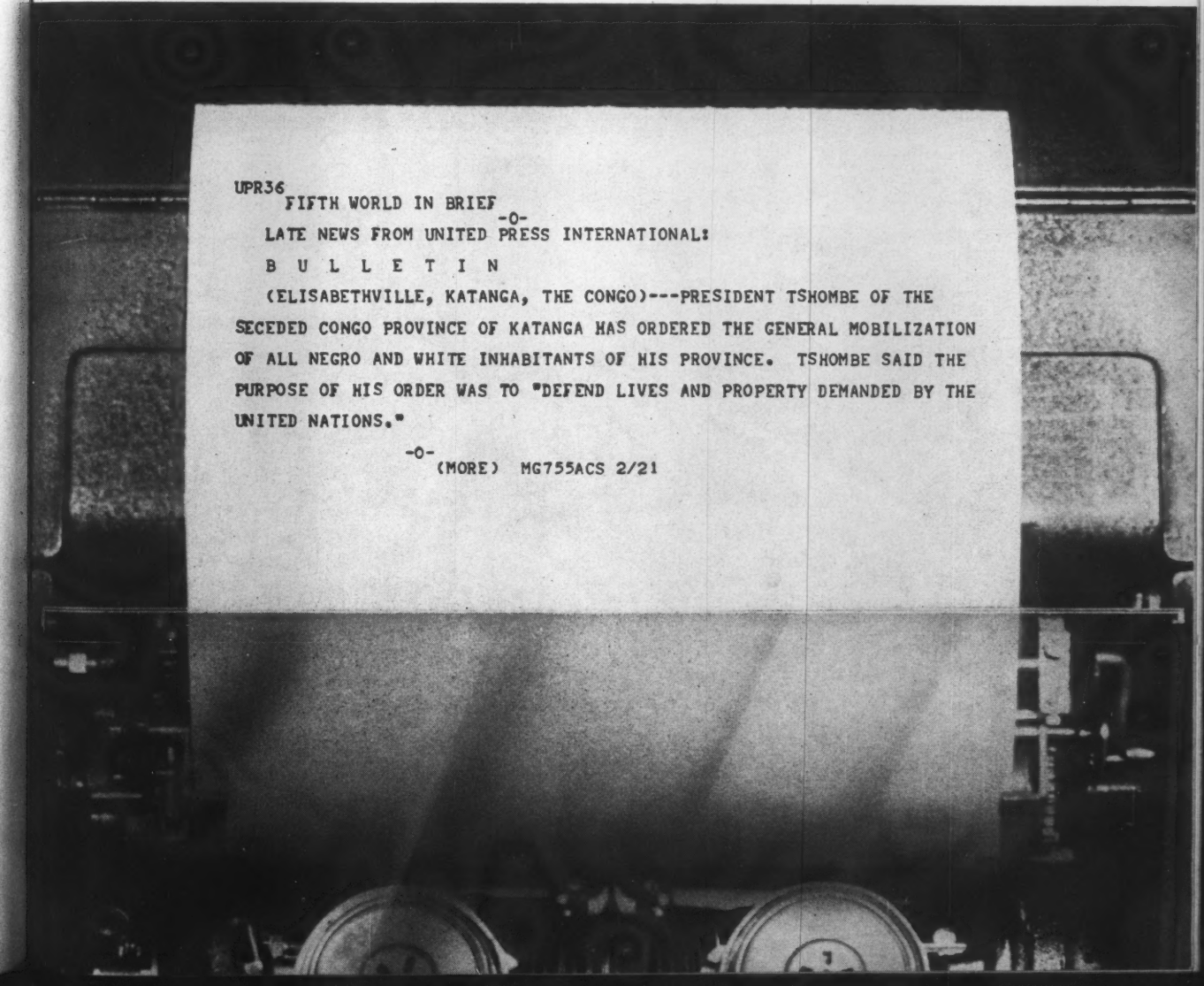
Hours Ahead!

UPI was two hours ahead of the second best effort on this news break, which still dominates the day's news.

In most of the country, this meant that UPI station listeners heard it before they went to work. Others heard it when they came home.

United Press International

A UPI MAN IS AT THE SCENE


UPR36
FIFTH WORLD IN BRIEF
-0-
LATE NEWS FROM UNITED PRESS INTERNATIONAL:
B U L L E T I N
(ELISABETHVILLE, KATANGA, THE CONGO)---PRESIDENT TSHOMBE OF THE SECEDED CONGO PROVINCE OF KATANGA HAS ORDERED THE GENERAL MOBILIZATION OF ALL NEGRO AND WHITE INHABITANTS OF HIS PROVINCE. TSHOMBE SAID THE PURPOSE OF HIS ORDER WAS TO "DEFEND LIVES AND PROPERTY DEMANDED BY THE UNITED NATIONS."
-0-
(MORE) MG755ACS 2/21

The first of the COLUMBIA POST-48's breaks TRENDEX rating records in NEW YORK, CHICAGO and LOS ANGELES

On Saturday, January 28, 1961
"All The King's Men" was played on the
"Late Shows" of WCBS-TV in New York, WBBM-TV
in Chicago and KNXT in Los Angeles.
Here are the results:

In 7-station **NEW YORK** (11:15–1:30 a.m.)	In 4-station **CHICAGO** (10:00–12:15 a.m.)	In 7-station **LOS ANGELES** (10:30–12:45 a.m.)
23.9 RATING	**26.9** RATING	**24.2** RATING
76.6% SHARE	**51.9%** SHARE	**62.1%** SHARE
ups previous average rating* by 75.7%	ups previous average rating* by 30.6%	ups previous average rating* by 68.1%

*ARB

Clearly, Columbia Pictures Post-1948 features *properly programmed and promoted*—can play an important part in the future success of television stations everywhere.

For details on availabilities, contact

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

WTRF-TV STORY BOARD

T. R. Effic!

THE SPEEDING CAR hit a shoulder and turned over four times. As the chasing patrolman eased the driver from the wreckage, he asked, "Have you been drinking?" The driver stared at him and with disgust answered, "Hell, yes, I've been drinking. What the hell do you think I am . . . a stunt driver?"

Wheeling wtrf-tv

PROFESSOR: "If I talk too long it's because I forgot my watch and there's no clock on the wall."
STUDENT: "There's a calendar behind you!"

wtrf-tv Wheeling

NEEDHAM SMITH confides that girls' dresses have gotten so short that he wonders what designers will be up to next.

Wheeling wtrf-tv

WE SELL IMPORTANCE . . . it's the most important service we can offer you. From Wheeling, WTRF-TV dominates the Wheeling-Steubenville Market audience and we have figures to prove it. Ask George P. Hollingbery to tell all.

wtrf-tv Wheeling

THE SON INTRODUCED the new deacon to his father, who was slightly deaf and a staunch Republician. "Pa," said the son, "here's our new deacon." "New Dealer?" echoed Pa. "No, new deacon," repeated the son and added, "He's a son of a bishop." That pleased Pa and he agreed happily, "They all are!"

Wheeling wtrf-tv

SALES RESULTS make WTRF-TV a primary TV buy . . . and we offer alert advertisers a bonus Merchandising Plan for a sales-boosting extra. Retail outlets? 7,500 of 'em!

National Rep: George P. Hollingbery

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

MORE MILES PER RADIO MINUTE

KBIG minutes travel farther with "compact" economy; only 38¢ per 1000 listening homes in metropolitan Los Angeles (1960 Cumulative Pulse). San Diego, San Bernardino, and 231 other vital Southern California markets are free! No other station covers so much for so little.

KBIG 740 kc/10,000 watts Radio Catalina for all Southern Calif.
JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles
National Representative: Weed Radio Corp.

OPEN MIKE ®

Compliment

EDITOR: . . . My humility struggles with my vanity as I read it [OUR RESPECTS, Jan. 30] and I compliment your staff writer on his effort.—*John O. Pastore, United States Senator.*

The fm story . . .

EDITOR: Please send me 100 reprints "A Dramatic Spurt in Fm Development," [PERSPECTIVE '61, Feb. 20] . . .—*S. A. Cisler, President, WLVL(FM) Louisville.*

EDITOR: Article on Fm outstanding and encouraging. Rush 100 reprints. Sorry you missed Seattle in coverage.—*Bob Ball, General Manager, KGDN-KGFM Seattle.*

EDITOR: We regret that you neglected the Seattle-Tacoma market . . .

Please ship up 100 reprints.—*Cortlandt T. Clark, Vice President-General Manager, KLSN(FM) Seattle.*

EDITOR: Please send 12 reprints . . . —*Thomas R. Bengimina, KCMK (FM) Kansas City, Mo.*

EDITOR: Please send us 1,000 reprints. —*Harold I. Tanner, President & General Manager, WLDM (FM) Detroit.*

EDITOR: . . . I would appreciate . . . ten copies. . . . —*Karl Eisele, KFUO Clayton, Mo. (St. Louis).*

EDITOR: Please send us 50 copies. . . . —*Randy Towry, WAHR (FM) Huntsville, Ala.*

[Reprints up to 500 available at 15 cents each; over 500 at 10 cents each.]

EDITOR: We would like to set the record straight as to the size of the Hooperatings of the top fm station in Lansing as of January 1961. From 6 a.m. to noon the top fm station in Lansing has a rating of 0.2 and the top am station a rating of 11.2; from noon to 6 p.m. the top fm has a 0.6 rating and the top am 8.4.—*Richard M. Pomeroy, Advertising & Promotion Manager, WILS Lansing.*

EDITOR: I cannot consider your article a fair treatment of Detroit. There are eight fm-onlys here; surely, in the nation's fifth largest market (and by the words of your article, one that has an extremely enthusiastic fm audience), more than one station is worth mention. —*Marshall M. Carpenter Jr., President & General Manager, WDTM (FM) Detroit.*

EDITOR: Your excellent article on fm [PERSPECTIVE '61, Feb. 20] uses some of the following terms to describe music heard on fm radio: "popular," "smooth-soft," "good music" and "symphonic." Where is the line drawn between "popular" and "top 100"? Where is the distinction between "symphonic," "light classics" and "good music"?

. . . We feel that this area needs clarification so that all fm stations can describe their music in meaningful terms. —*Sheldon Fisher, Production Director, WTHI-FM Terre Haute, Ind.*

[The terms used were, of course, not invented by BROADCASTING but are those used by the stations themselves to describe their programming. Those stations interested in a more finely drawn classification should name and promote their own.]

. . . and color

EDITOR: . . . You certainly gave the color story [PERSPECTIVE '61, Feb. 20] a thorough coverage. . . . —*Ted Leitzell, Zenith Radio Corp., Chicago*

Ratings & their use

EDITOR: True to his promise, Gov. Collins' remarks [BROADCASTING, Feb. 20] were candid and forthright. . . .

But Gov. Collins also promised some irritation, and there was some in his comments on rating services. . . .

As a matter of fact, broadcasting *is* the master of its own house, whenever, and to whatever degree it chooses. Research may tell *how* many people. It may tell as does Pulse's new Marketing Survey of Network Tv Programs, *what kind* of people, and even what products they use. But research cannot and should not tell the industry whether it is doing the "right thing." . . .—*Sydney Roslow, Director, The Pulse Inc., New York.*

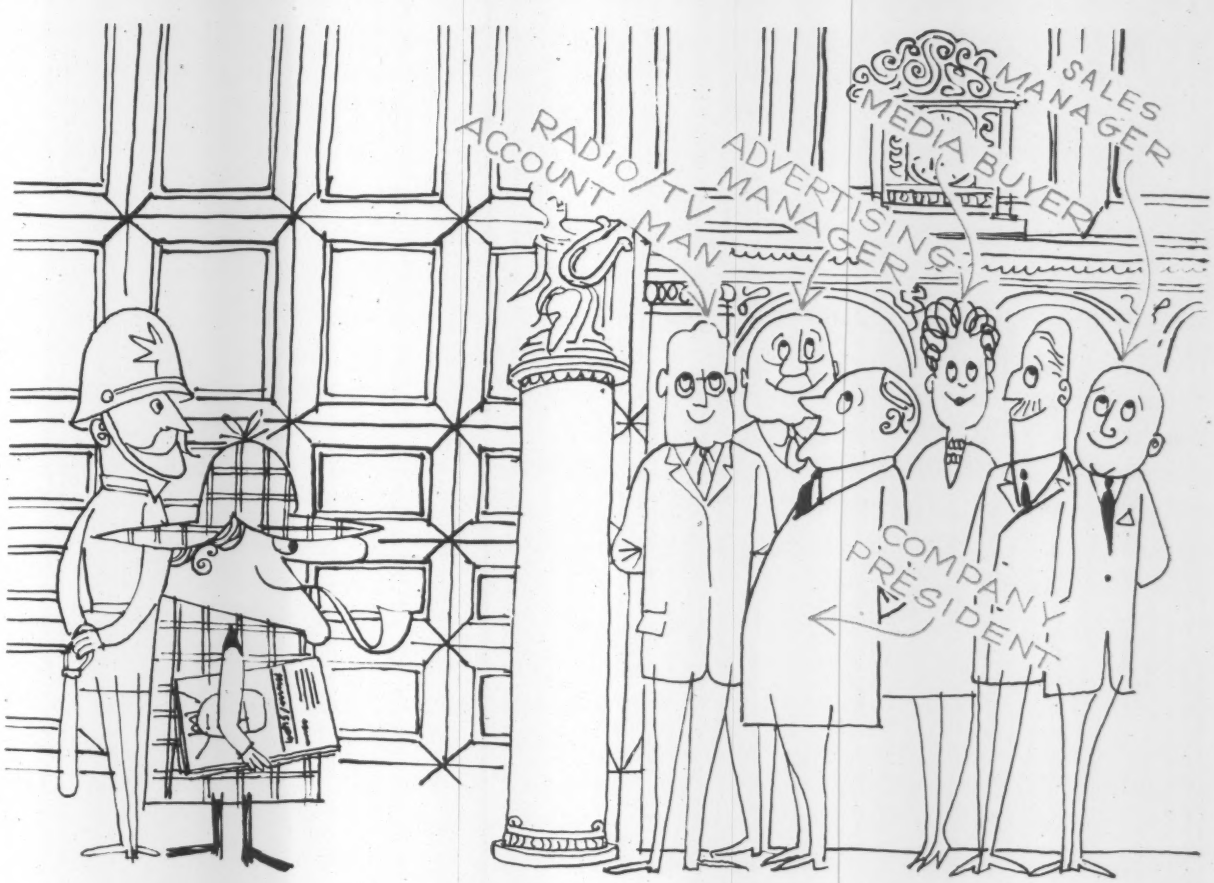
Name dropping

EDITOR: In the Maryland-D. C. Broadcasters Assn. (THE MEDIA, Feb. 20) one name was inadvertently dropped from the story, that of Thomas S. Carr (WBAL Baltimore), who not only is a director of the association, but is chairman of our legislative committee and who did yeoman work in setting up and conducting the meeting.—*Ben Strouse, President, WWDC Washington; Publicity Committee Chairman, Md.-D.C. Broadcasters Assn.*

Correction

EDITOR: . . . We would like to correct an error relative to Liquid Mist Reddi Starch. You state that this product is being marketed by Union Starch & Refining Co., Inc., a subsidiary of the Simoniz Co. [BROADCAST ADVERTISING, Jan 30].

(1) Union Starch & Refining Co. Inc. is not a subsidiary of the Simoniz Co. (2) Liquid Mist Reddi Starch was tested and introduced by Union Starch & Refining and sold to the Simoniz Co. in November 1960. (3) The sale involved the product only, not our company nor any division of it.—*L. S. Barnhart, Advertising & Sales Promotion Manager, Union Starch & Refining, Columbus, Ind.*



Who committed the Time?

Was it truly the Time Buyer?

Or was it the Media Buyer, the Radio/TV Account Man, the Sponsor's Advertising Manager, or perhaps the Company President himself?

Time-buying decisions often involve the entire advertising-marketing complex. Even *Space* Buyers get into the act.

Media/scope is edited for all these decision-makers—for the people who buy or influence the purchase of advertising in all media. Its circulation is concentrated among such people, regardless of title, regardless of advertiser company or advertising agency affiliation.

Your message in Media/scope reaches this important audience of decision-makers . . . provides them with information that helps them buy time on your station.

Media/scope

Now in the March issue: "Check List for Media Plans" compiled by the editors of Media/scope—a comprehensive list of factors a media planner encounters in making decisions.

published by Standard Rate & Data Service, Inc.
WALTER E. BOTTHOF, *Publisher*
5201 Old Orchard Rd., Skokie, Ill.
420 Lexington Ave., New York 17, N. Y.
Don Harway & Co., 1709 West Eighth St., Los Angeles 17, Calif.

MONDAY MEMO

from O. W. KLOSE, vice president, Campbell-Ewald Co., Detroit

Where do you get a 'swinging' idea?

Ideas for unusual commercials are likely to come from anywhere. Good ideas can and do come from photographers, film producers or other suppliers. They can also come from account men or even from your neighbor who complains about commercials (try asking him just "how" he would do it better).

It pays to listen to everybody—including the nuts. They may be just far enough out in left field to come up with a swinging idea.

But the idea is just the beginning. It's up to the agency creative director or the copy chief or the writer to find the right technique for giving expression to the idea. The technique by itself is not pertinent, but married to the right idea the result is a commercial that sells.

Consider some of the commercials Campbell-Ewald has done for Chevrolet in television. They took the grand prize and honorable mention at the Venice Film Festival, won the top car commercial award at the American Tv Commercials Festival and Forum and garnered many other awards.

'Slice of Life' ▪ Back in 1958, our tv department looked at a film produced and directed by Jerry Schnitzer. Not a commercial, simply a "slice of life" vignette. It was wonderfully warm and revealing in the way it dealt with people. It was gently humorous. It was easy to identify yourself with the people on the screen. We got the client to look at the vignette, he saw the possibilities and agreed that it might be a way to go.

Trouble was it was nearly impossible to write that kind of technique into a television script. All we could do was develop a situation, write a paragraph delineating it and depend on Jerry's sensitivity, talent and way with people to make it come alive.

The result was a commercial titled "Going to the Dance." It was a two-minute vignette about a teen-age boy borrowing his father's car to take his girl to a dance. There were only six words of audio in the whole commercial. It turned out to be the most "awarded" commercial of the year. We've done several "Schnitzers" since. The one he did last year featuring a family shopping for a station wagon won another honorable mention at Venice.

At least a half dozen of our very best commercials have come from suppliers. Not just from film producers or companies with a television technique to sell, but from people with whom we do many kinds of business and who visit our offices frequently.

Complaint ▪ One day Warren Winstanley, a Detroit photographer who has taken pictures for a number of our print ads, was talking to Bob Murphy, one of our television writers. Winstanley complained that much of the film shown on television was poor photography, poorly composed—and certainly not up to the standards of a professional still photographer.

To prove his point, Winstanley took 800 pictures of a Chevrolet truck. From this batch he selected 340 slides to be put on movie film. We added a soundtrack and it went on the air. The result was quite startling. It wasn't quite squeeze motion and it was anything but a "flock" of slides. It attracted attention. So well, in fact, that we made another one last spring.

Good ideas come from far out of your own backyard, too. For example, we've used ARCO Productions on several occasions. Their first job for us was a commercial titled "An American Visits Paris." It featured a driverless car wending through the streets and past the sights of Paris. Beautiful. And we've done more with them.

Video Tape ▪ Some of our best and most unusual commercials were done on video tape. Chevrolet was a pioneer in the use of the tape medium. One successful experiment solved the problem of squeezing 1½ minutes of commercial into one minute of time. Part of the selling message we wanted to get across, in connection with the Chevrolet Corvair, was the extra load space available in the back of the car with seat folded down. Unfortunately, the script insisted that the actors load the car.

After a couple of dry runs, our producer, Peck Prior, was ready to give up. Then he had a flash of inspiration. He had the actors load the trunk, then he taped them unloading it. When the tape was run backwards you saw the fastest loading job ever witnessed on television.

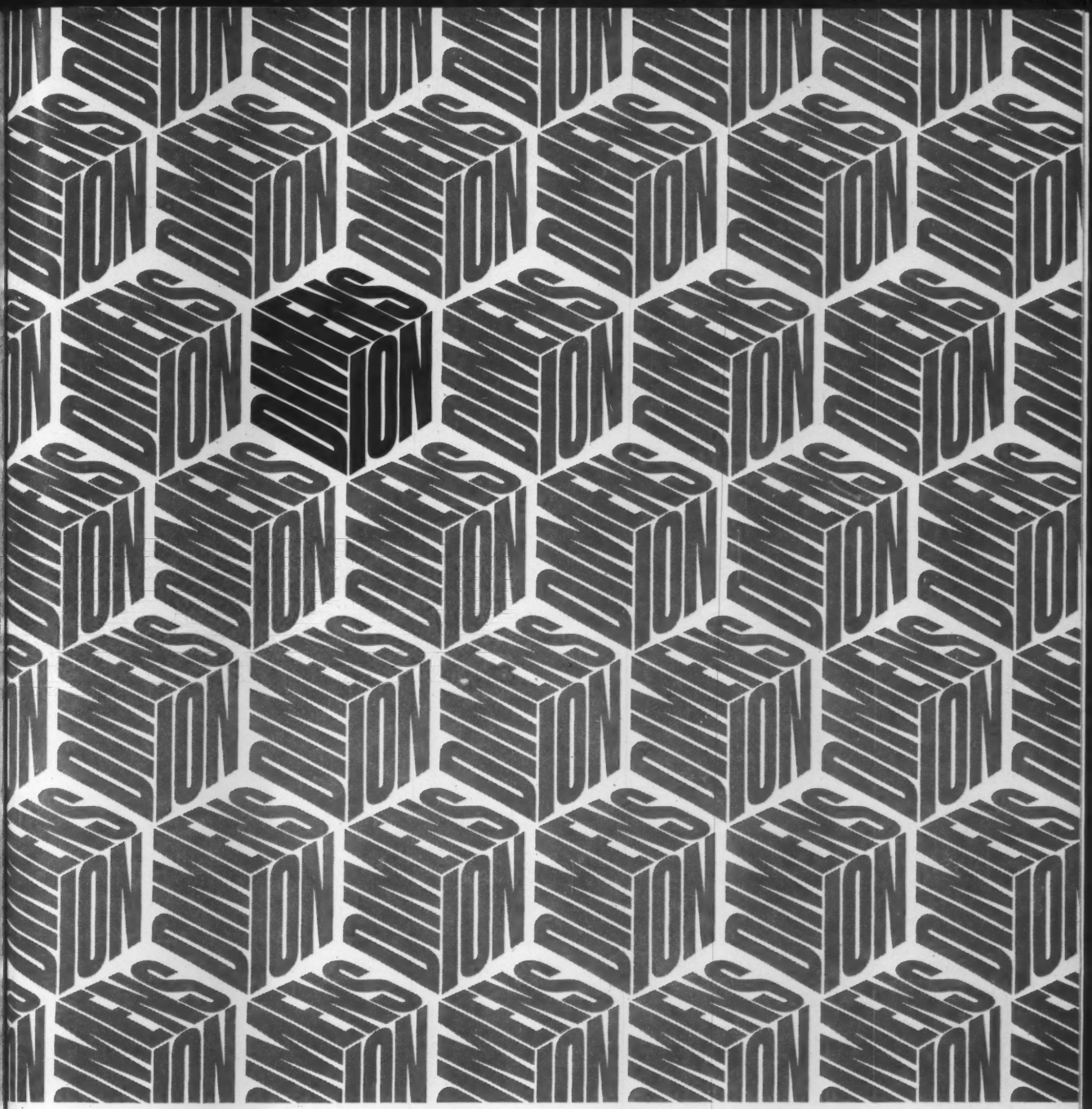
That success resulted in more experiments with tape, some spectacular, some best forgotten. But we feel that making mistakes is an important part of achieving the unusual. You must provide the freedom to fail or you'll never come up with that truly spectacular "different" commercial.

This year we ran into another interesting television experience. Instead of the usual "variety show," Chevrolet bought co-sponsorship in an exciting adventure series titled *Route 66* on CBS-TV. Research told us we'd have to come up with some pretty unusual commercials if we wanted to be seen in an exciting television show like *Route 66*.

Integration ▪ So we borrowed an idea from the show itself. The continuity is based on the experiences of two boys traveling west on Route 66 and finding adventure along the way. Campbell-Ewald writer Don Frankman drove out Route 66 all the way to Los Angeles to scout situations. As a result, he wrote 13 different commercials, moving from east to west just like the show. The commercials have an element of adventure, of discovery, about them and integrate well with the program.

Sameness in advertising? There doesn't have to be. The ideas are around to be had. It just takes a little bit more work to get the unusual on the air or into print.

Willard Klose, whose 30 years in advertising include pioneering work in radio and tv, is a vice president and director of broadcast creative activities for Campbell-Ewald Co. He was vice president of Lennen & Newell, Chicago, before joining C-E in September 1960. Besides writing and producing radio shows, he has been in radio-tv departments of several major agencies. Prior to L&N, he was with Leo Burnett, Chicago, as copy supervisor, and with Young & Rubicam, N. Y.



An ever-expanding program pattern

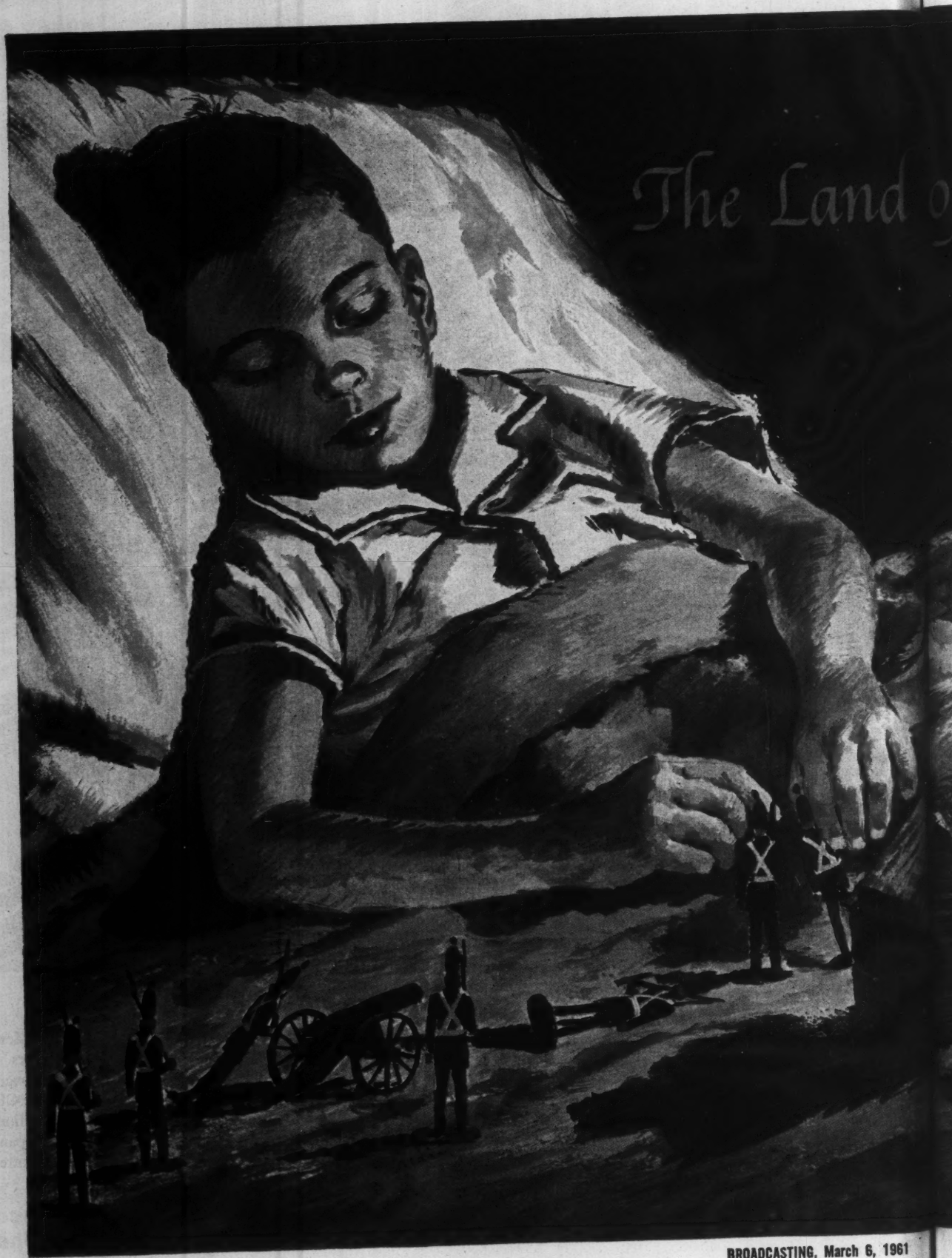
Dimension is creating a new depth of audience interest in seven of the largest markets, coast-to-coast.

Dimension—exciting vignettes in sound that stir the imagination: "This is my Profession," "Hometown Recollections," "American Landscape," "Bennett Cerf Stories," "Wonderful World of Teens," "Yesterday's Heroes Today," "The Year 2000," Richard Joseph's "Travel Notes," "Dorothy Kilgallen Introduces," and more.

Dimension—conversation pieces by the world's most interesting people: Raymond Massey, Vincent Price, Burgess Meredith, Hildegarde, Carl Sandburg, Celeste Holm, Shelley Berman, Zsa Zsa Gabor, Mischa Elman, Theodore Bikel, Margaret Mead, William Zeckendorf, and many others.

Dimension has been added to the strongest local programs on radio, those of the CBS Owned Radio stations—the idea stations. **Dimension** is an added reason for expanding your sales by reaching large and attentive audiences on:

WCAU Philadelphia, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco, WCBS New York, WEEI Boston, WBBM Chicago: The CBS Owned Radio Stations


The Land o

When I was sick and lay a-bed,
I had two pillows at my head,
And all my toys beside me lay
To keep me happy all the day.

And sometimes for an hour or so
I watched my leaden soldiers go,
With different uniforms and drills
Among the bedclothes, through the hills;

And sometimes sent my ships in fleets
All up and down amid the sheets;
Or brought my trees and houses out,
And planted cities all about.

I was the giant great and still
That sits upon the pillow-hill,
And sees before him, dale and plain,
The pleasant land of counterpane.

— Robert Louis Stevenson

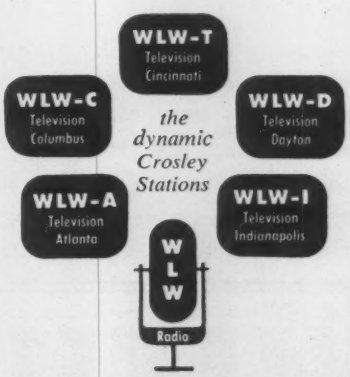
Maybe it's leaden soldiers . . . or ships in fleets . . . or little toy cities . . . sent by the WLW Stations to children in hospitals that help keep them "happy all the day."

We hope so. Over the past nineteen years, the Crosley Broadcasting Corporation Ruth Lyons Annual Fund has collected almost two million dollars for children in thirty-four hospitals, with last year's record contribution of over $315,000.00.

This is more than the policy . . . this is the spirit of the WLW Stations — to serve their communities in every way, especially to remember those who are forgotten . . . like the little "giant great and still that sits upon the pillow-hill."

Naturally, we are proud of our reputation in the communications industry. But we are most proud when our ratings and statistics, when our business and technology are pleasantly lost for priceless moments in such lands of counterpane.

Yes, this is our pride — but also our privilege.



Crosley Broadcasting Corporation,
a division of Avco

Quid Produces Quo

$183,000
Cash to Community Club Awards Members

19,000,000
Proofs of Purchase

W-I-T-H with CCA is Baltimore's Most Powerful Selling Force!

Ever since Eve lured Adam in that garden, women have had control of things . . . money included. For example, Baltimore women have presented over NINETEEN MILLION proofs of purchase as part of W-I-T-H's Community Club Awards. And W-I-T-H, being men—*businessmen*, and only human—has rewarded these fast-buying women with $183,000 in cash. How do you like *them* apples?

And CCA is only part of the W-I-T-H sales-success story. Only W-I-T-H has such extensive merchandising tie-ins with Baltimore's leading drug and grocery outlets, offering you in-store promotions, displays, bargain-bar features and other forms of sales-proven, sales-producing extras. They all add up to make W-I-T-H America's greatest selling station. Write, wire or phone today for full details.

RADIO **WITH** PERSONALITY Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
March 6, 1961 Vol. 60 No. 10

Who pays check for America's pastime?

RADIO-TV SUBSIDIZE BASEBALL WITH $17 MILLION FOR RIGHTS

Triggered primarily by the American League's controversial expansion, a boost in televised games, color television and a king's ransom in extras, baseball billings in 1961 will soar to an all-time high estimated at $75 million, according to BROADCASTING's annual survey. This surpasses last year's overall estimated tab of $70 million (BROADCASTING, March 14, 1960), far and away baseball's most productive year in broadcast billings.

Baseball teams in the two leagues will receive a total estimated at $17.3 million from broadcasting. This is broken down to approximately $6.3 million to the 10 teams in the American League, $5 million to the eight teams in the National. In addition CBS-TV and NBC-TV will pay $2.7 million for their *Game of the Day* telecasts and the World Series and All-Star rights have brought in another $3.2 million.

These rights have in turn been sold to sponsors under many different types of contracts with beer companies the biggest single advertising classification. These contracts are estimated to total $75 million this year as compared to $70 million a year ago.

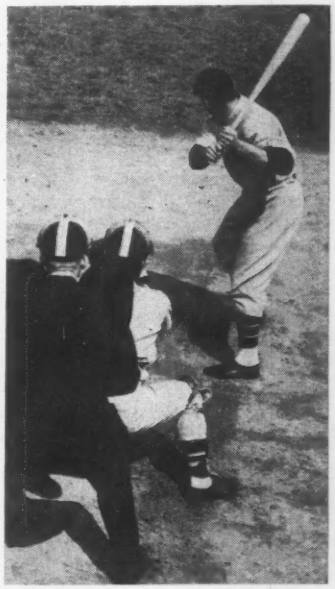
Advertisers Eager ▪ The back-to-back record seasons (with another already set for 1962) have disproved the charge that some clubs are pricing themselves out of the market. Bidding in 1961 has been described on all fronts as highly competitive with most advertisers seeking to renew promptly so as to keep others out of the bidding.

The American League's decision to expand will bring baseball nearly $2 million more revenue than was spent for broadcasting rights in 1961 (see chart page 30), with most of it coming from the new territories.

So good is business this year that Mutual Broadcasting's failure to renew its estimated $750,000 *Game of the Day* broadcasts has made but a minor dent in the overall picture. Also adding to the rosy hue is the fact that most contracts already are firmed up—a turnabout from the last-minute chaos usually prevalent in the final pre-season week.

Revenue Boom ▪ Biggest factors in the increased rights revenue are the fees from the major markets of Los Angeles and Minneapolis-St. Paul, a rejuvenation in Washington and the hike from a 154- to a 162-game schedule for each of the 10 American League teams. To this has been added an almost unanimous move to televise more games. In the American League most clubs are telecasting more games than last season with the others remaining pat. In the National League the San Francisco Giants, one of the two tv holdouts (Milwaukee is the other), has seen the light and will move into tv with 11 games, all from Los Angeles.

Color tv—now a byword in Chicago where the White Sox and Cubs swear by it (see story page 34), and in Cincinnati where WLWT (TV) has successfully pioneered night colorcasting—still is a year away from any major financial impact. Current contracts will expire prior to the 1962 season thereby opening up a new area of bargaining. Pay tv has not reached the baseball front—but a spokesman for the sport says that provisions already are being made for that eventuality.



$75 million tab will be picked up by baseball sponsors
$17 million will go to baseball teams for radio-tv rights
$1.3 million more goes to teams this year than last
More games will be broadcast by radio and tv than ever before

Both NBC-TV and CBS-TV will be spending high, wide and handsome for their respective *Game of The Day* packages with an estimated combined figure of $26 million, up 10% over 1960.

Exodus of Mutual ▪ Reasons for Mutual's departure from *Game of The Day* broadcasts after a 10-year association, according to Robert Hurleigh, MBS president, were (1) that enlargement of baseball networks had sharply reduced the number of stations eligible to be served by *Game of the Day* and (2) the desire expressed by Mutual affiliates to keep emphasizing news broadcasts rather than dropping them for baseball. In this connection it was pointed out by an MBS spokesman that 1961 promises to be a "big news year."

Emerging as a relatively new "face" in the baseball picture is Sports Network Inc., New York, which provides facilities and services for coverage of out-of-town games for major league clubs. SNI expects to be active in 450 tv games and in excess of 3,000 on radio. It has its own personnel, though on occasions local station employes are engaged.

In the sponsor department the breweries, as usual, are the kingpins (17 of 18 teams with the Los Angeles Dodgers the lone exception). Tobacco and oil companies follow in that order. Individually, the Theo. Hamm Brewing Co., last year's leader (excluding Gillette), has reduced some of its spending, thus encouraging the leadership challenge of Falstaff Brewing Co. which surges via purchases of the Los Angeles Angels.

Good Baseball Year ▪ The fact that 1961 is looming as a great year for baseball has inspired much of the advertisers' quickness to firm their contracts at an early date, or miss out on the expected bonanza. Whereas but a handful of clubs (those still in the pennant fight near season's end) are given a chance of bright financial profits, 1961, the experts say, will begin a new era in baseball with the emergence of Pittsburgh, Baltimore and St. Louis as league powers, in addition to the old standbys, and Los Angeles, Minnesota

WHO PAYS FOR AMERICA'S PASTIME? continued

and Washington profitable curiosity points if nothing else. This means more interest and more money—on all fronts.

The Future ▪ Although 1961 is expected to reach a new high for billings and rights, 1962 will be better—perhaps by as much as $10 million more, with National League expansion into New York and Houston (first southwestern baseball entry); the start of Gillette's new 5-year $4 million-plus World Series-All-Star Game package; possible entry into television of Milwaukee; new color contracts in Cincinnati, Chicago and possibly other places, and rights renewals for most National League teams. If it proves nothing else it does reveal that broadcasting's traffic will bear plenty and that its limit has not been reached and won't be for a while.

Below are the 1961 lineups as of last Friday.

AMERICAN LEAGUE

Baltimore Orioles: WJZ-TV Baltimore will telecast 50 Oriole games (11 at home and 39 away) on a regional hookup in the surrounding area. Theo. Hamm Brewing Co., through Campbell-Mithun, Baltimore, and P. Lorillard Co., through Lennen & Newell, New York, will co-sponsor for television. WBAL Baltimore, will broadcast the Orioles' complete schedule plus 12 exhibition games starting March 11 with Hamm Brewing Co. picking up ⅓ sponsorship and 12 local firms sharing the remaining ⅔. Herb Carneal and Bob Murphy will air games on tv with Joe Crogan handling play-by-play on radio.

Boston Red Sox: The entire Boston schedule will be broadcast by WHDH, that city, with 56 contests to be carried on WHDH-TV on weekends, holidays and on 10 evenings. Radio coverage will be extended to a network of 40 stations in New England. A tv network of four cities—Hartford, Providence, Portland and Bangor (Maine) will be fed the tv coverage. Sponsors will be the Atlantic Refining Co. through N. W. Ayer & Son, New York; Narragansett Brewing Co., through Doherty, Clifford, Steers & Shenfield, New York, and American Tobacco Co., through BBDO, New York. Curt Gowdy, Art Gleeson and Ned Martin will provide play-by-play and color.

Chicago White Sox: Daytime home games will be colorcast for the second consecutive year on WGN-TV Chicago (see feature sidebar page 34) with a card of 15 night games in black-and-white. Theo. Hamm Brewing Co., St. Paul, Minn., through Campbell-Mithun, Minneapolis, will co-sponsor on tv. The alternate sponsorship is not set except for Camel cigarettes, which will take one-quarter. Jack Brickhouse, assisted by Vince Lloyd, will do play-by-play for the 14th year. Opening home game is April 18. In radio, WCFL Chicago, will feed all games on a network of more than 60 stations in several states —extending as far as 1,200 miles. Season begins March 10 with spring training games. Ralph Kiner, ex-National League home run champion, and Bob Elson will handle play-by-play. Sponsorship includes renewals by General Tire & Rubber Co. through D'Arcy Adv., New York; General Finance Co. through Gordon Best, Chicago, and Anheuser - Busch's Budweiser beer through D'Arcy Adv., St. Louis. Newcomer is American Tobacco Co. through Gumbinner, New York, replacing White Owl cigars.

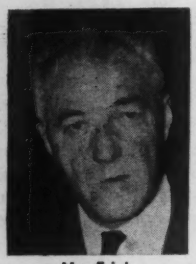
Dizzy Dean, colorful ex-pitcher, announces the 'Baseball Game of the Week' on CBS-TV.

Cleveland Indians: WJW-TV Cleveland will telecast 56 Indian games and WERE-AM-FM will broadcast the complete schedule over a 35-city network. Television sponsorship—⅓ each—is shared by Carling Brewing Co. through Lang, Fisher & Stashower, Cleveland; Standard Oil of Ohio (Sohio fuel) through McCann-Erickson and American Tobacco Co. through BBDO, New York. Carling also sponsors on radio with others still to be named. Play-by-play will be handled by Ken Coleman and Harry Jones on tv and Jim Dudley and Bob Neal on radio.

Detroit Tigers: Repeating last year's coverage, Stroh Brewery Co. through Zimmer, Keller & Calvert and Speedway Petroleum Corp. through Doner Co. will each take one-third of a big radio-tv package. WKMH Dearborn, Mich., will originate a feed to a network of some 50 stations that includes WWJ Detroit (afternoon games) and WJR there (evening games). In prospect is a third-sponsorship sale to American Tobacco Co., possibly for Lucky Strike, through BBDO, New York. About one-third of the Tiger schedule under the same sponsorships will go on tv with

Pay tv may have long wait for World Series

Baseball's World Series will become available to pay tv only when 25% of the population is subscribing.



Mr. Frick

This is the position of Ford Frick, baseball commissioner, who arranges for radio and tv rights for the World Series each year. This 25% pay-tv coverage figure is written into the five-year contract signed last year by Mr. Frick and NBC and Gillette, according to Mr. Frick (BROADCASTING, Feb. 29, 1960).

Coverage, Mr. Frick feels, is just as important as income when the World Series is involved. In some respects coverage is more important: "The World Series is our show case," Mr. Frick said the other day. "We've got to show it to as much of the country as we can."

When pay tv has a coverage that encompasses one-fourth of the nation, baseball will be receptive to bids, Mr. Frick emphasized. "We are not interested in pay tv in isolated cases," the baseball commissioner stressed, "only in national coverage." He acknowledged that no one has yet approached him to put the World Series on a pay tv basis, either air or wire.

In the U. S., plans are underway to run an FCC-approved three-year over-the-air test of Phonevision in Hartford, Conn. (BROADCASTING, Feb. 27). Under RKO General auspices, it is expected to begin in six months. A wired operation is under serious consideration in Little Rock, Ark., where a local group has asked the state public utilities commission to order Southwestern Bell T&T to furnish lines to the group. This will use the Telemeter coin-box method, the same system that is being run in the Toronto suburb of Etobicoke at the present time.

Earresistible

When the people in Hamlin and environs wanted a job done they called on the Pied Piper. For action in Cleveland they pipe for WHK. *It's the radio station with the most followers-biggest audience* and largest number of local clients. Lock up your family if you don't buy* WHK

CLEVELAND

A Metropolitan Broadcasting station
V.P. & General Manager: Jack Thayer
National Rep: John Blair & Co.

*PULSE: DECEMBER 1960. HOOPER: JAN.-FEB. 1961

What baseball gets from broadcasting

Below is an itemized breakdown of the way baseball teams get an estimated $17,346,000 from broadcasters. While many of the figures are estimates each has been checked with appropriate executives and is as accurate as it is possible to obtain. For details on sponsorships see story.

American League

Team	1961 Rights	1960 Rights	Change
BALTIMORE	$ 600,000	$ 600,000	None
BOSTON	600,000	500,000	+$ 100,000
CHICAGO	800,000	750,000	+ 50,000
CLEVELAND	700,000	625,000	+ 75,000
DETROIT	600,000	600,000	None
KANSAS CITY	400,000	400,000	None
LOS ANGELES	750,000	*	+ 750,000
MINNESOTA	600,000	*	+ 600,000
NEW YORK	1,000,000	900,000	+ 100,000
WASHINGTON	300,000	200,000	+ 100,000
A. L. TOTAL	$ 6,350,000	$ 4,575,000	+$1,775,000

National League

CHICAGO	$ 500,000	$ 500,000	None
CINCINNATI	480,000	480,000	None
LOS ANGELES	1,000,000	1,000,000	None
MILWAUKEE	800,000	800,000	None
PHILADELPHIA	500,000	500,000	None
PITTSBURGH	500,000	350,000	+$ 150,000
SAN FRANCISCO	900,000	750,000	+ 150,000
ST. LOUIS	400,000	400,000	None
N. L. TOTAL	$ 5,080,000	$ 4,780,000	+$ 300,000
Two-League Total	$11,430,000	$ 9,355,000	+$2,075,000
CBS-TV (*Game of The Day*)	$ 1,333,000	$ 1,212,000	+$ 121,000
NBC-TV (*Game of The Day*)	1,333,000	1,212,000	+ 121,000
Mutual Broadcasting (*Game of The Day*)	did not renew	750,000	— 750,000
World Series and All-Star Games	3,250,000	3,250,000	None
Grand Rights Total	**$17,346,000**	**$15,779,000**	**+$1,567,000**

*No franchise.

WJBK-TV Detroit feeding a network of seven stations. Season is longer this year, running April 11 to Oct. 2.

Kansas City Athletics: Joseph Schlitz Brewing Co. through Majestic Adv., Milwaukee, has signed for full radio sponsorship on WDAF Kansas City and a six-station regional network and will sponsor one-half of the tv coverage on WDAF-TV. A card of about 30 games, not yet set, will be telecast. Radio coverage starts March 27 with a dozen exhibition games and will include all 162 games of the regular season. Merle Harmon and Bill Grigsby will do play-by-play. Schlitz may re-sell part of its radio sponsorship to another advertiser before the season begins, but nothing is definite on this now.

Los Angeles Angels: KMPC Los Angeles will broadcast the new Angels complete schedule plus 15 pre-season games under sponsorship of Falstaff Brewing Co. through Dancer-Fitzgerald-Sample; J. A. Folger Co. through Fletcher Richards, Calkins & Holden and Brown & Williamson through Ted Bates. Each will share ⅓ sponsorship in 22-city network that will cover southern California, Arizona and Nevada. On television KHJ-TV Los Angeles will telecast 26 games—6 pre-season, 10 home and 10 away—with Falstaff, Brown & Williamson and the Southern California Chevrolet Dealers (through Eisaman, Johns & Laws, Los Angeles) each picking up ⅓. Bob Kelley, Don Wells and Steve Bailey will cover play-by-play.

Minnesota Twins: WTCN (TV) Minneapolis-St. Paul, in the first of a three-year contract, will telecast 50 games (17 on weekends) of the new American League team (formerly the Washington Senators). WCCO Minneapolis will broadcast the club's 162-game schedule on a seven state regional network. The Theo. Hamm Brewing Co. for Hamms beer will sponsor on both radio and tv. Telecasts begin April 11. Some spring training games will be broadcast. Bob Wolff, Ray Scott and Halsey Hall will provide the commentary.

New York Yankees: WPIX (TV) will televise Yankee games for the 10th consecutive year, while radio broadcasts will be carried on WCBS-AM-FM New York, under a new three-year contract. WMGM New York, which had carried the Yankee games for the past three years, has challenged the alignment with WCBS. WMGM claims its radio broadcast rights were to run through the 1961 season. P. Ballantine & Son and R. J. Reynolds, both through William Esty Co., will repeat their co-sponsorship of radio-tv coverage. Tv schedule: 81 home games, 48 away games and four exhibition games. The first pre-season telecast has been set for March 12. Regulation game telecasts

HIGH!

Ohio's tallest TV (1104 ft.) and FM Antenna at (1000 ft.), plus new hi-power FM, boosted to 35 KW., November, 1960.

WIDE!

New maximum power TV thrust reaches out to cover almost 3 million people in the Dayton area (Ohio's 3rd market). New hi-power FM blankets a 22,000 sq. mile area.

and WHOLESOME!

Sensible programming variety—from good music, news and sports to thoughtful public service, local interest, and then some.

Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO
AM—1290 KC
FM—99.1 MC

WHIO-TV
CBS
Channel 7
Dayton Ohio

SEAL OF GOOD PRACTICE

commence April 11 and end Oct. 1. WCBS-FM will carry the full 162-game schedule as well as all exhibition games. The am outlet will carry 142 games, excluding only those scheduled on weekday afternoons. Yankee games also will be broadcast on a 40-station "Home of Champions" radio network, covering New York, Connecticut and western Pennsylvania. Mel Allen, Red Barber and Phil Rizzuto are Yankee sportscasters.

Washington Senators: WTOP-AM-FM-TV Washington will broadcast the full slate and will telecast 30 games (6 more than last year) of the new Senators on a several state regional network. P. Ballantine & Son (Ballantine beer) and R. J. Reynolds Tobacco Co., both through William Esty Co., New York, each will sponsor ⅓ on television with the remaining ⅓ not sold as of now. Ballantine will also sponsor 4/9 on radio with 12 local firms sharing the remaining 5/9. Those already set are Briggs Meats and Washington Gaslight Co., both through Kal, Ehrlich & Merrick; Sears, Roebuck through Alvin Epstein Adv., and Bruce Hunt (clothing store) through Abramson Adv., all Washington agencies. Other sponsors not complete. Play-by-play will be handled by Dan Daniels and John F. MacLean.

NATIONAL LEAGUE

Chicago Cubs: As in the case of the White Sox, WGN-TV will carry all daytime home games in color, covering 77 games, with co-sponsorship signed by Theo. Hamm Brewing Co. through Campbell-Mithun, Minneapolis, for this season and next. Camel cigarettes also has been signed for one-fourth sponsorship with the rest not set. WGN also has radio rights to the Cubs with sponsorship one-third sold to Oak Park Federal Savings and Loan Assn. through Roy Conner & Assoc., Aurora, Ill. The other portion is still in negotiation.

Cincinnati Redlegs: Color telecasting of day and night games again this season will be standard operating procedure at WLWT (TV) Cincinnati using the highly sensitive GE pickup tube. Apparently the sponsors like it, too, because they all have renewed: Hudepohl Brewing through Stockton-West-Burkhart, Cincinnati; Standard Oil of Ohio through McCann-Erickson, and Colgate Palmolive Co. through Ted Bates. The Crosley Broadcasting Co. station will feed the colorcast coverage to Crosley's owned stations WLWC (TV) Columbus and WLWD (TV) Dayton, both Ohio, and will also feed WSAZ-TV Huntington, W. Va., and WLEX-TV Lexington, Ky. Season starts April 11. On radio, the Redlegs will be fed by WKRC Cincinnati to a network of more than 50 stations, 45 of which already have signed for the new season. The whole radio package will be sponsored by Burger Brewing Co. through Midland Adv. It will be Burger's 20th year of baseball radio.

Los Angeles Dodgers: Union Oil through Young & Rubicam, Los Angeles, and American Tobacco (Tareyton cigarettes and Roi-Tan cigars) through Lawrence C. Gumbinner Adv., New York, co-sponsor all Dodger games on radio (154) and television (11, all at San Francisco against the Giants) on KFI and KTTV (TV), respectively, both Los Angeles. KTTV also does pickups of Giant games in Los Angeles for KTVU (TV) San Francisco-Oakland. Radio network will encompass 19 stations. Sponsors are the same as last season. Play-by-play will be done by Vin Scully, Jerry Doggett and Chuck Bennett.

Milwaukee Braves: All three sponsors have renewed for the radio-only package that totals up to nearly 50 stations in a several state area. These include Miller Brewing Co. through Mathisson & Assoc., Clark Oil and Refining through Tatham-Laird and American Tobacco Co. (Tareyton cigarettes) through Gumbinner Adv. Miller signed its second five-year pact for radio coverage in 1958. Originating outlet again will be WEMP Milwaukee with duplicate coverage also to be aired by WTMJ and WMIL-FM, both Milwaukee. Mathisson handles details of the baseball package. Club does not televise any games. Earl Gillespie and Blaine Walsh will do play-by-play for the 9th consecutive year. Spring training broadcasts begin March 11.

Philadelphia Phillies: WFIL-AM-TV Philadelphia again will carry the Phillies' games. The radio schedule: 20 pre-season games and 154 regulation games. Some 20 other radio stations in eastern Pennsylvania, New Jersey, and Delaware form a Phillies radio network. Tv schedule: 20 home games, 35 away games. All but 16 telecasts are daytime games. Other tv stations picking up the Phillies are WGAL-TV Lancaster and WNEP-TV Wilkes-Barre-Scranton, both Pennsylvania. Radio-tv sponsorship is the same as 1960: Atlantic Refining (N. W. Ayer & Son) is back for the 26th year; P. Ballantine & Son through William Esty Co., New York; Bayuk Cigars through Werman

Florida enjoys annual baseball boom, too

The business of baseball rose to a peak in Florida last week as 13 major league and 50-odd minor league clubs fielded their full squads in training camps.

Thousands of dollars pour into resort coffers every day as close to 2,000 players, coaches, other club personnel, broadcasters and sports writers go about their pre-season activities in the generally sunny state.

The importance of the sport to Florida is shown by the spirited bidding by cities for the spring training activities. All but five major league clubs are installed around central and southern Florida. The camps are a star tourist attraction.

"Once more Florida has the honor of hosting a California team, the Los Angeles Dodgers who are camped in typically deluxe quarters at Vero Beach," the Florida Development Commission proudly announced. It suggested this "is an endorsement of Florida's superior weather for spring baseball training, and fans from all over the nation will have a chance to get preview looks at their favorites as they, too, enjoy Florida's fabulous commodities—sunshine, beaches, fishing, recreation and easy living."

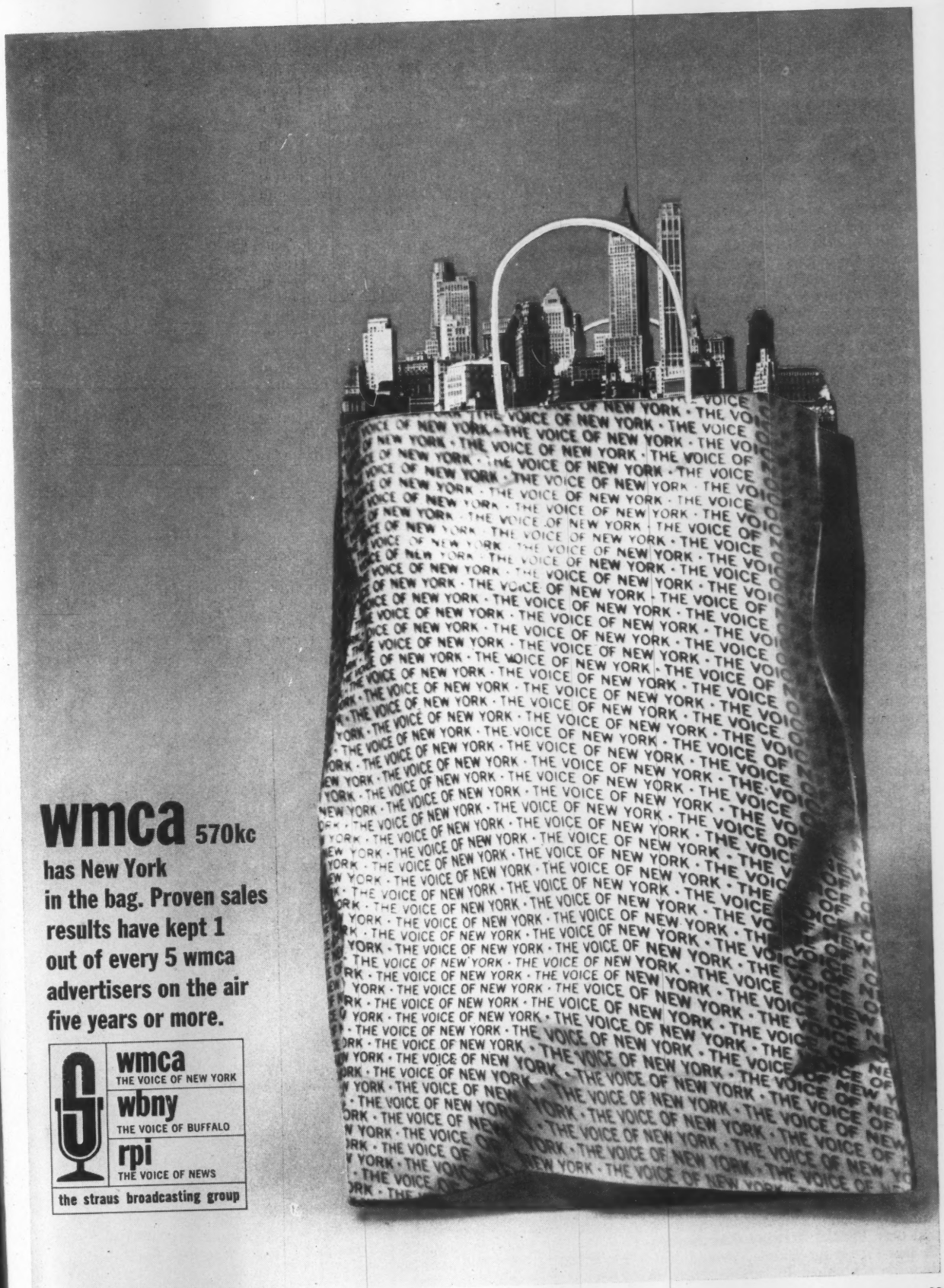
The state is a busy programming source for radio and tv stations in the North as tape, film and telephone beep accounts of training activities are transmitted northward. While no estimate has been made of the amount of sponsored time sold, it's known to be significant.

Of more significance to Florida is the power of baseball training to extend the peak tourist season through March and into April. The liveliest municipal bidding appears to be efforts by Fort Lauderdale and Miami to lure the New York Yankees away from St. Petersburg.

Florida is celebrating its 73rd anniversary of major league spring training camps. The Washington Senators were the first to train in the balmy climate, pitching camp in Jacksonville in 1888. In 1903 the Philadelphia Athletics moved into the city and soon the Florida camps were sprouting all over the state.

There's one cloud on the horizon—the clubs are annoyed at the refusal of hotels to house Negro players, who usually are shunted to rooming houses.

More and more radio and television stations in or near training-camp cities are originating games for home-town audiences while thousands of dollars are spent daily by players and club personnel in the usual round of pre-season activity.


wmca 570kc
has New York
in the bag. Proven sales
results have kept 1
out of every 5 wmca
advertisers on the air
five years or more.
wmca
THE VOICE OF NEW YORK
wbny
THE VOICE OF BUFFALO
rpi
THE VOICE OF NEWS
the straus broadcasting group

& Schorr, Philadelphia, and Tasty Baking through Aitkin-Kynett, Philadelphia. Each sponsor has an equal share, and under a rotation plan there will be three sponsors for each game. Play-by-play will be handled by Byrum Saam, Frank Simms and Claude Haring.

Pittsburgh Pirates: KDKA Pittsburgh will broadcast the entire Pirate slate with 35 of these (and possibly more) to be presented on KDKA-TV. On radio the coverage will be provided to a network of 26 stations in Pennsylvania, Ohio and West Virginia. The sponsorship this year will be by Atlantic Refining Co. through N. W. Ayer & Son, New York; Ford Motor Co. of Allegheney County through J. Walter Thompson, New York, and Iron City Brewery through Ketchum, McLeod & Grove, Pittsburgh. Jim Woods, Bob Prince and Paul Long will do the sportscasting.

San Francisco Giants: KSFO San Francisco and Golden West Network will broadcast entire schedule with Falstaff Brewing Co. through Dancer-Fitzgerald-Sample, N. Y.; J. A. Folger Co. (coffee) through Fletcher Richards, Calkins & Holden, San Francisco and American Tobacco (Tareyton cigarettes) through Lawrence C. Gumbinner Adv., N. Y., each sharing ⅓ sponsorship. The Giants also will break their self-imposed tv barrier with 11 telecasts—all away games with the Los Angeles Dodgers—on KTVU (TV) San Francisco-Oakland. Falstaff picks up the entire tv tab. This is the first tv venture for the Giants since moving to the west coast in 1958. Russ Hodges and Lon Simmons will handle commentary on both radio and tv.

St. Louis Cardinals: As in previous years, KMOX St. Louis will feed a radio network of some 60 stations in nearly a dozen states for sponsorship by Anheuser-Busch's Busch Bavarian beer through Gardner Adv., St. Louis. Although there is no telecasting when the Cardinals play at home, about 40 road games will be carried for Busch on KPLR-TV there. For many years the Cardinals radio network has claimed to be the biggest, but it is being challenged now as some of the other regional groupings press the 60-station mark, too.

NETWORKS

CBS-TV: Approximately 160 stations will carry CBS-TV's *Baseball Game of the Week* in the U. S. and about 40 Canadian stations will present about 12 games out of 50 contests scheduled on Saturday and Sunday by the network. Network officials said they were lining up various regional sponsors for the games but could announce at this time that only Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, would underwrite the games in various areas of the Midwest. Former major league stars Dizzy Dean and Peewee Reese will handle the announcing chores.

NBC-TV: Weekend telecasts of top major league games will commence on 150 stations April 15-16. A total of 50 Saturday-Sunday games will have been telecast when the last tv game is played on Oct. 1. Lindsey Nelson and Joe Garagiola will call the play-by-play on NBC-TV's *Major League Baseball* series. First advertisers to sign: General Insurance Co., via Cole-Weber Adv., Seattle, for one-quarter on alternate Sundays; Anheuser-Busch, Busch Bavarian beer, via Gardner Adv., St. Louis, one-half sponsorship on both Saturday and Sunday in the Midwest. The games will not be seen in any major league market, and no colorcasts have been set.

Bonus for top spot

The new Minnesota Twins are claiming a baseball first in their "incentive plan" sale of broadcasting rights to WTCN-TV and WCCO, both Minneapolis-St. Paul. Simply, here's the plan: The Twins sold their rights on the basis of finishing anywhere between fourth and tenth place. If the Twins finish higher, the stations will pay an additional rights fee. A first place finish would net an estimated extra $60,000 for the team, a 10% boost.

Baseball in full color promises future profit

WGN-TV Chicago, which last year began full scale colorcasting of baseball games, feels the impact of color tv might very well establish a "New Frontier" in the national pastime. Last year's experiment—the colorcasting of 120 games of that city's White Sox and Cub games at virtually black-and-white prices—prompted these words from Ward Quaal, WGN-TV's vice president and general manager:

"Color is a most potent and dramatic innovation in television, adding a fourth dimension of increasingly greater importance to the matchless combination of sight, sound and motion. We believe in color because it is *better* television."

Indicative of Mr. Quaal's feeling is WGN-TV's new radio and tv center on Chicago's north side, an all-color operation featuring live, local programming and increased emphasis of the use of color prints on feature and syndicated film prints.

Financial reflection actually will not be realized until 1962 when the broadcast rights of both the Cubs and White Sox will undergo revision because of the National League's expansion plans (meaning an additional eight games to the Cubs' schedule) and the possibility of nighttime colorcasting which the station hopes to install.

WLWT (TV) Cincinnati, successful pioneer in nighttime colorcasting, also will not realize any additional profits from its venture until 1962 when the Redleg rights are renewed. No figures are available from 1960's test, but WLWT officials report a heavy saturation of color set sales in Cincinnati and a solid share of the audience despite the fact that the Redlegs had a relatively poor season.

Pulse to start a new in-home interview method

The Pulse Inc. will announce officially this week the start of a new in-home interview method which is designed to eliminate two problems that occur regularly in its monthly or bi-monthly reports on viewing and listening. A Pulse spokesman said last week that continuing coincidental in-home interviews began March 1 in the top 20 markets, and the service will expand to all markets "as quickly as possible."

The new interview technique, which, in effect, will validate the research company's recall findings based on the roster reconstruction method, has been initiated to check upon the listening and viewing by (1) the not-at-home families, and (2) short-span memory loss. Results of the coincidental in-home interviews, which will constitute 6-9% of the total aided recall interview sample, will be released at no extra charge to clients in the regular monthly or bi-monthly Pulse reports.

Agency appointments...

▪ Benson & Hedges (Canada) Ltd. appoints James Lovick & Co. Ltd. and Kenyon & Eckhardt Ltd. for handling of new cigarette accounts. Media plans will be announced at a later date.

▪ The American Petroleum Institute, N.Y., appoints J. Walter Thompson Co. for a program of research and advertising to stimulate automotive travelling. A research project now underway is designed to learn what motivates car owners to travel and to give an indication of which advertising media will be most effective to attain the institute's objective.

▪ Exquisite Form Brassiere Inc., N.Y., appoints Kastor, Hilton, Chesley, Clifford & Atherton, that city, as its advertising agency for the Exquisite Form Brassiere and Feminine Form divisions. EF's budget will be above last year's ($500,000), and will be used in both print and broadcast media.

At home in the country or the city... wherever important things are done or discussed, you'll find the "Metropolitan personality."

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS
WNEW-TV, New York, N.Y.
WTTG, Washington, D.C.
KOVR-TV, Sacramento Stockton, California
WTVH, Peoria, Illinois
WTVP, Decatur, Illinois

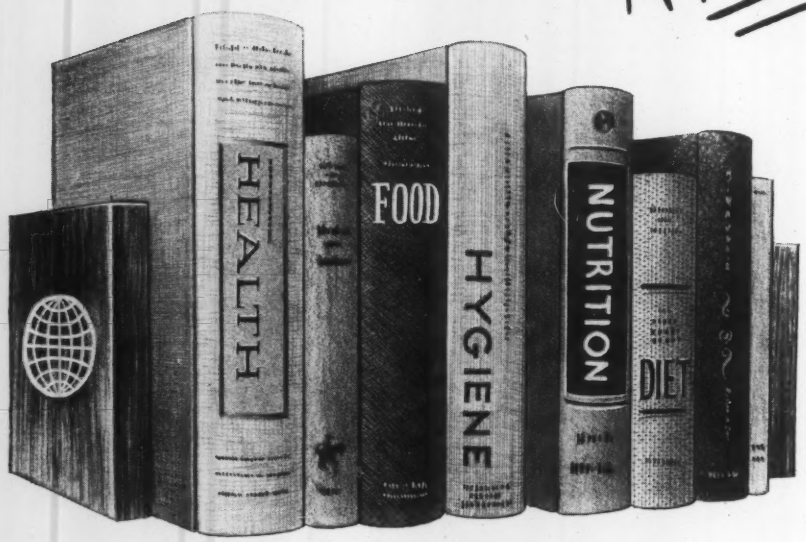
RADIO STATIONS
WNEW, New York, N.Y.
WHK, Cleveland, Ohio
WIP, Philadelphia, Pa.

INTERNATIONAL
WRUL, Worldwide Broadcasting System

OUTDOOR ADVERTISING
FOSTER & KLEISER
operating in Washington, Oregon, Arizona and California

Gown by Lanvin-Castillo, Paris
Photograph by Peter Fink

A Report



A recent independent study made by a professional consultant found in 10 outstanding college food, nutrition, and health textbooks that, without exception, among other breakfasts, a basic cereal breakfast, mostly based on the Iowa Breakfast Studies* appeared in every textbook examined.

These studies, originated in 1948 by the College of Medicine at the State University of Iowa, demonstrated that an adequate breakfast was beneficial, whereas previously only opinion prevailed.

**A Summary of the Iowa Breakfast Studies, published by Cereal Institute, Inc., May 1, 1957.*

CEREAL INSTITUTE, INC.
135 South LaSalle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

cereals are low in fat

Harvester radio show goes out to dealers

A significant business prospect for the smaller market or suburban radio station developed in Chicago as International Harvester Co., through Young & Rubicam there, ordered pressings last week on a series of 40 quarter-hour radio shows for distribution to U. S. International Harvester dealers.

The package, which instructs dealers to contact all radio stations in their areas to get rate information and offers a $4 per program cooperative advertising incentive, marks the manufacturer's major entry into the general consumer automotive field. I-H is introducing its new Scout multi-purpose family car. Young & Rubicam expects about 200 dealers initially will place the program, *International Showroom With Wonderful Wally Phillips,* and hopes eventually for 400 or more.

With the Scout, Harvester moves out of the farm-oriented market with which it has been identified, and shoots for the "suburban living" market near the big cities, as well as the second-car market in the city. I-H is a heavy broadcast user. Of the 40 shows, 13 will promote the Scout, and 13 the Travelall, a station wagon convertible for commercial use introduced about a year ago and redesigned for 1961. Another 13 will promote the C-line of commercial vehicles and 1 will advertise I-H in general.

The I-H series marks the first radio syndication package to be sold by WGN Chicago at its new broadcast center. WGN-TV currently is syndicating *Great Music From Chicago* in 19 markets.

Tidewater buys specials for tv use in 50 cities

Tidewater Oil Co., through Foote, Cone & Belding, Los Angeles, has purchased two one-hour tv specials: "The Race for Space" and "Project: Man in Space," from David L. Wolper Productions for 50 markets.

"Race for Space" will be broadcast the second week in April. It will be new in some areas, a repeat in others. "Project: Man in Space," now in production, is scheduled for telecasting the second week in May. David Wolper is executive producer and Jack Haley Jr. producer-director of "Project." Originally planned for network showing, "Race for Space" was rejected by the tv networks and was first broadcast almost a year ago on a spot basis by Shulton Inc.

PKL's formula: 'talk to one guy at a time'

The advertising business that overnight can make a new product known nationally also can hasten the growth of an agency in only a year's time, from an initial $75,000 billing to $6 million a year.

And, reports Papert, Koenig, Lois Inc., New York, its overall billing in 1962 will go much higher, perhaps to around $10 million.

For PKL, which is speedily becoming "known" along New York's ad row, it's also a story of about $3 million in current radio-tv billing and an anticipated $6 million in broadcast billing next year.

It's the contention of Frederic S. Papert, board chairman, that the agency has won its spurs because of a fundamental "belief" in advertising itself. Say its executives: too many agencies forget an advertisement (or commercial) is a very personal thing and must "talk to one guy at a time."

A typical example of how Papert, Koenig, Lois talked to a lot of guys one at a time was the mild spot radio campaign early last fall for Park & Hagna's Dilly Beans (BROADCASTING, Sept. 12, 1960). In the campaign the agency stimulated growth for a small-budget advertiser ($80,000) and at the same time for itself.

It's been like that ever since.

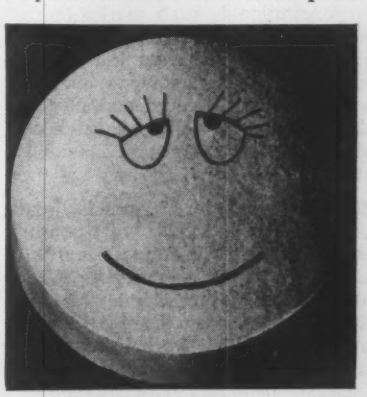
Several prominent men in advertising already have taken notice of PKL's work. Among them are Roy Durstine, co-founder of BBDO and president of Roy S. Durstine Co., who is doing an article about the efficacy of the imaginative commercial, and who has called on Mr. Papert for samples of the agency's work to demonstrate Mr. Durstine's point.

Alikeness ▪ John Orr Young, co-founder of Young & Rubicam and presently a New York advertising consultant, in a recent issue of his organization's newsletter, mentioned PKL along with Y&R, Ogilvy, Benson & Mather, Doyle Dane Bernbach and Leo Burnett: ". . . The five are bound together by what seems to me to be the same approach to agency life. . . . They believed in advertising. . . . They offered service instead of servitude, ability instead of obeisance."

With the belief that PKL people "don't do things that are cute for the sake of being cute," the agency asserts it creates soft-selling, light and humorous approaches to its advertising. In its broadcast commercials for Pharmacraft Labs (Coldene and Allerest), Park & Hagna (Dilly Beans and another new product, now in test markets), and Ronson Corp. together representing about 50% of the total agency billing, this philosophy persists.

When George Lois, a Doyle Dane Bernbach art director, and Julian Koenig, a DDB copy head, joined in partnership with Mr. Papert in January 1960, they opened their doors with 2,000 square feet of office space and a staff of six: Messrs. Papert, Koenig and Lois, Mr. Papert's wife, a bookkeeper and a secretary. Now they have 5,000 square feet of space, a staff of 35, and a desperate need for even more space.

The distressed individual above does not have a moustache—he has simply gotten in the way of a cat's tail. The man, who is allergic to cats, is advised to take Allerest in a spot tv commercial prepared by Papert, Koenig, Lois, New York,



for Pharmacraft Labs. The cheerful cold tablet, part of a sequence presented to Pharmacraft Labs for approval, tells of the "modest cold tablet" (Coldene) that can only make the user feel better, "that's all."

Tv networks bill an extra $55 million

CBS-TV REMAINS OUT IN FRONT IN '60 WITH $274 MILLION GROSS

Network tv gross billing in 1960 totaled more than $682.3 million or 8.8% above 1959 when the networks chalked up more than $627.3 million billing.

Television Bureau of Advertising's accounting for the year also reveals each of the networks up from 1959 with ABC-TV scoring the greatest proportionate gain (26.9%) compared to the others (NBC-TV's 6.1% and CBS-TV's 2.9%.

Though CBS-TV was edged out of billing lead by NBC-TV in at least two of the months (October and November) in 1960, it completed the year with a total billing of more than $274.1 million, or nearly $25 million ahead of NBC-TV.

October and November were the top network gross billing months in the 12-month period. They also scored similarly for NBC-TV and ABC-TV while CBS-TV's top months were in March and November.

The week-end period, Saturday through Sunday, showed the biggest billings gain, an increase of 25.3% for December and 18.1% for the year.

Network television gross time billings

Source: TvB/LNA-BAR

	DECEMBER			JANUARY-DECEMBER		
	1959	1960	Change	1959	1960	Change
ABC-TV	$13,280,610	$14,788,070	+11.4%	$125,665,324	$158,591,010	+26.2%
CBS-TV	23,935,048	23,205,750	— 3.0	266,355,269	274,139,763	+ 2.9
NBC-TV	21,453,811	22,691,002	+ 5.8	235,290,937	249,640,296	+ 6.1
TOTAL	$58,669,469	$60,684,822	+ 3.4	$627,311,530	$682,371,069	+ 8.8

MONTH BY MONTH 1960

	ABC	CBS	NBC	TOTAL
Jan.	$13,260,010	$23,477,358	$20,980,897	$57,718,265
Feb.	12,677,110	22,977,171	19,923,712	55,577,993
Mar.	13,487,460	24,043,799	21,072,164	58,603,423
Apr.	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,062,832	18,959,323	52,970,855
July	12,529,660	23,442,997	19,805,457	55,778,114
Aug.	11,366,100	21,448,482	18,052,503	50,867,085
Sept.	11,875,080	21,103,437	18,436,653	51,415,170
Oct.	15,239,570	23,024,149	25,086,325	63,350,044
Nov.	15,841,960	23,563,839	24,575,958	63,981,757
Dec.	14,788,070	23,205,750	22,691,002	60,684.822

NETWORK TELEVISION GROSS TIME BILLINGS BY DAY PARTS

	DECEMBER			JANUARY-DECEMBER		
	1959	1960	Change	1959	1960	Change
Daytime	$18,398,853	$19,990,928	+ 8.7%	$203,103,778	$210,883,356	+ 3.8%
Mon.-Fri.	14,951,298	15,671,404	+ 4.8	171,243,799	173,257,209	+ 1.2
Sat.-Sun.	3,447,555	4,319,524	+25.3	31,859,979	37,626,147	+18.1
Nighttime	40,270,616	40,693,894	+ 1.1	424,207,752	471,487,713	+11.1
TOTAL	$58,669,469	$60,684,822	+ 3.4	$627,311,530	$682,371,069	+ 8.8

Business briefly...

Lanolin Plus Inc., Newark, N. J., is launching a heavy tv-radio spot campaign in the top 100 markets for "Color Plus" nail-strengthening enamel. The drive follows a successful test run in San Francisco and Los Angeles. Consisting of eight-week flights, the spot buys are made on the basis of reaching 40% penetration in each market, with New York getting an extra-heavy push. The New York spots began last Friday (March 3) on four tv stations and two radio outlets, and by the end of this week the campaign will have extended to all 100 markets. Agency: Daniel & Charles, N. Y.

Bristol-Myers Co., N. Y., and **Kellogg Co.,** Battle Creek, Mich., will sponsor a new animated comedy series, *Top Cat,* on ABC-TV next season (Wed. 8:30-9 p.m.). With this sale, Hanna-Barbera Productions, through Screen Gems, is assured of five half-hour animated shows weekly during the 1961-62 season, including *The Flintstones* on ABC-TV and *Huckleberry Hound, Quick Draw McGraw* and *Yogi Bear,* all three of which are sponsored by Kellogg on a national spot basis. Agencies: Young & Rubicam (Bristol-Myers) and Leo Burnett (Kellogg).

Thomas J. Lipton Co., Hoboken, N. J., purchased full sponsorship of second annual *Tv Guide Award* show on NBC-TV June 13 (Tue. 9-11 p.m. EDT). Presentation of eight awards will take up one-quarter of program, with entertainment to fill remaining portion. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

The Ruberoid Co. is introducing its new "Polymerite" floor tile with a 17-area market-by-market campaign using local radio, newspaper, billboard and point-of-purchase advertising backed up by national ads in trade and consumer magazines. Agency: Fuller & Smith & Ross, N. Y.

Lever Bros. Co., soaps and detergents, and **Whitehall Labs,** division of American Home Products Corp., pharmaceuticals, both N. Y., will co-sponsor *Calvin and the Colonel,* new half-hour animated situation comedy on ABC-TV next fall. Agencies: J. Walter Thompson Co. (Lever Bros.) and Ted Bates & Co. (Whitehall Labs).

Rep appointments...

▪ WFLI Chattanooga, Tenn., appoints Radio T.V. Representatives Inc., N. Y. Station began on-air operations Feb. 21, with 10 kw on 1070 kc.

▪ Keystone Television Group (WHP-TV Harrisburg; WLYH-TV Lebanon-Lancaster, and WSBA-TV York, all Pennsylvania): Blair Television Associates, N. Y., as exclusive national representative for the group.

▪ WQXI Atlanta, Ga.: John Blair & Co., N. Y.

Anti-recession campaign is launched by Ad Council

The Advertising Council launched its anti-recession campaign—Confidence In a Growing America—at a Washington news conference last week highlighted by an address by Gov. Luther H. Hodges, secretary, U. S. Dept. of Commerce (BROADCASTING, Feb. 20).

Gov. Hodges congratulated the Advertising Council for its continuing public services. In his address and in answering questions after, he carefully trod the Kennedy administration line, stating that although things are economically dark now, America will grow and get moving to a brighter future.

Theodore S. Repplier, Ad Council president, gave the history of the anti-recession campaign, explaining that similar pushes in 1954 and 1958 had been felt to be helpful by "many knowledgeable people." He said advertisements and spot announcements would point up the hopes of the future justified by statistics rather than dwelling on the present recession. The aim of the campaign is to instill confidence in the economy, that man's state of mind is

an economic fact with which to be reckoned. "The confident family spends normally; the frightened family spends only for necessities," Mr. Repplier said.

Alton Ketchum, vice president of McCann-Erickson Inc., volunteer agency for the campaign, went over print ads and 10- and 30-second tv spots, which emphasize the ways in which today's expenditures in research will provide many new jobs of tomorrow.

Bozell & Jacobs, New York office, is volunteer public relations and promotion agency for the campaign.

ANA'S ENTHUSIASTIC

Lauds BAR monitoring as performance check

The Assn. of National Advertisers is practically telling agencies and advertisers that they ought to use the monitoring service of Broadcast Advertisers Reports (BAR) to doublecheck the accuracy of proof-of-performance affidavits submitted by stations and networks.

The ANA position, which amounts to an endorsement that stops just short of being a firm recommendation, is expressed in a report being issued by the association today (March 6). Authorities acknowledged that it comes about as close to being a "testimonial" as anything ANA ever gave any one company.

By implication, if not in so many words, the report raises a question about whether stations and networks should be paid on the basis of their unverified word that a given announcement was carried when and as it was supposed to run. No matter how honest they are or how carefully they check their own operations, the report says, "We are still faced with the fact that the seller is checking and verifying his own performance. Relying on the seller's word generally is not an accepted accounting practice."

Until the emergence of monitoring, the report points out, there has been for broadcasting no equivalent of the customary tear-sheets used to verify the appearance of advertising in print media.

What BAR Does ▪ BAR, the only television monitoring service of its size, regularly monitors all 240 stations in the top 75 markets, where about 85% of national advertising dollars are spent. The monitoring is done by tape-recording the audio of each station in each market for a full week at a time, then compiling the basic program and commercial information from the tapes. Each market is monitored four times a year; the top 15 are monitored six times. "This produces samples of, respectively, 8% and 12% of all television broadcast activity," the report notes, adding that "for accounting purposes a random sample of this size appears adequate."

The report cites "typical" ways the monitoring information is used at three different agencies, two of which specifically mentioned that "irregularities" —triple-spotting, wrong schedule, etc. —occurred less often when stations knew their performance was being doublechecked. One agency (not identified) said: "Although we have secured some substantial rebates [by using the monitor reports], these specific dollar returns are not the most important consideration. What is more significant is the resulting improvement in the general level of performance, once stations were aware that our control procedures existed and were used. In this sense, we find the greatest value of the checking procedures in the fact that it prevents problems as frequently as it solves them"

Fourteen agencies are listed as subscribers to BAR's local reports as of Nov. 1, 1960. A few others have been added since then, according to BAR.

Qualifications ▪ The report finds

Monroe's own 'instant sponsorship' deal

While Gulf Oil Corp. and NBC were making headlines with their $1 million-plus "instant sponsorship" agreement on NBC-TV news coverage (BROADCASTING, Dec. 5, 1960), a station and a bank in Monroe, La., were winding up a year of local operation under the same sort of contract—a relationship so successful that it has been renewed for another year.

Under the Gulf-NBC deal, the oil company gets first refusal on sponsorship of NBC-TV's coverage of fast-breaking news, when and as it happens, under the program title *Special News Reports.* In the Monroe deal, the Ouachita National Bank of Monroe sponsors weekend newscasts scheduled at the discretion of the news department of KNOE-TV Monroe and also has first refusal on local news specials scheduled by KNOE-TV during the week.

The basic weekend-news agreement assures the Ouachita bank of three five-minute newscasts on Saturday and three on Sunday, plus 14 one-minute bulletins during the weekend, all scheduled at the news department's discretion. This basic agreement represents "in excess of $15,000" in annual billing to KNOE-TV.

When local and regional news developments justify specials during the week, the bank has an option on sponsorship. If station officials wonder whether the bank might want to sponsor a particular special newscast, they check first; but if the news is big enough they just go ahead and schedule it under bank sponsorship "and at the end of the month we get together with the bank people and figure out what they owe us," according to Paul H. Goldman, executive vice president and general manager. He estimated that the bank underwrote some 15 or 20 such specials last year. The bank also has been sponsoring KNOE-TV's 6 p.m. newscast once a week for the past five years.

Ben Marshall, the bank's vice president in charge of advertising and public relations, says the "instant news" arrangement has paid off even better than expected. The objective of the weekend schedule, he said, was to increase the number of savings accounts by 15-20% over the period of a year. Actually, he reported, they increased by 40% and other bank services also showed gains attributable to the tv schedule. Bank President Lee Vanderpool adds that television now is the bank's basic advertising medium, whereas the budget formerly went almost 100% to newspapers.

Messrs. Vanderpool (seated, l) and Marshall (standing) are shown in the picture above as they review the first year's results with former Louisiana Gov. James A. Noe (r), chairman of Noe Enterprises, licensee of KNOE-TV, and prepare to extend the arrangement for another year.

WGAL-TV serves the public interest

I wish to thank you for the splendid television coverage you gave us for our Thirteenth Annual Auto Box Derby. It is with such assistance as yours that we are able to proudly carry our slogan, "Friend of the Boy".

Reading Optimist Club

We wish to express our deepest appreciation for the wonderful reception your station accorded us on our recent stay at Olmsted Air Force Base. We feel that the public at large learned a great deal about Civil Air Patrol through your efforts.

Pennsylvania Wing Civil Air Patrol

Please accept our sincere personal thanks for your station's television coverage of the 30th Anniversary ceremonies.

State Hospital for Crippled Children, Elizabethtown

In behalf of our Poultry Federation I wish to express our sincere thanks for the time you allotted to us on your farm program.

Pennsylvania Poultry Federation

My sincere thanks for your public-spirited cooperation during the recent Federal income tax filing season. Your generous contribution of television time and facilities in the production of our "Is It Taxable?" series of tax information programs, certainly constitutes a public service of the highest order.

Internal Revenue Service, U. S. Treasury Dept.

We believe that your ready assistance in helping to publicize Civil Service examinations is a valuable adjunct to the efforts of the State Civil Service Commission and a worthy public service to Pennsylvania viewers of WGAL-TV.

Civil Service Commission, Commonwealth of Pennsylvania

The thanks of all those involved at Franklin and Marshall for your cooperation in showing "Education is Everybody's Business". I hope we did some good for the fund-raisers in the Channel 8 area.

Franklin and Marshall College

This is to thank you for cooperating with the Pennsylvania State Police by withholding broadcast of information of bombing threats in the Central Pennsylvania area . . . the persons making these threats are pleased, even inspired, by the notoriety accorded them, even anonymously.

Pennsylvania State Police

Please accept my sincere thanks and congratulations for having made the facilities of station WGAL-TV available for our hour-long presentation of the need for widespread public support of the struggle to end the exploitation of our fellow human beings making up the migrant labor force.

AFL-CIO

Please accept our many thanks for the fine production of our York Suburban Band. I wish to congratulate you for giving the students an opportunity to perform good school music literature in a program of this type.

York Suburban High School

I want to take this opportunity to personally thank you and your excellent staff for your support of our Armed Forces Day activities. I received many, many favorable comments concerning the special taped show, and I am convinced that this is one of the best we ever produced.

Middletown Air Materiel Area, USAF

Please accept our sincere thanks and appreciation for your very excellent program on hunting safety.

Pennsylvania Game Commission, Commonwealth of Pennsylvania

a record attendance of 1,221. Much of the credit in attracting this number of Rotarians and Rotary Anns is due to your television broadcast.

District 739, Rotary International

On behalf of thousands of teachers in your viewing area, may I express the appreciation of the Pennsylvania State Education Association and the National Education Association for your cooperation in scheduling and showing the NEA film series, "The School Story". Your interest in education is genuinely appreciated.

Pennsylvania State Education Association

The Publicity Committee of the Good Samaritan Hospital wishes to thank you for your generous allowance of TV time. With your help, our Fair was a gratifying success.

Good Samaritan Hospital, Lebanon

I wish to thank you for the wonderfully fine coverage your station gave our Civic Club program. We found that your station was widely seen by folks generally, from our wealth of favorable comments.

Civic Club of Harrisburg

WGAL·TV

Lancaster, Pa. · NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

three "limitations" in the BAR service: ("1) since monitoring covers only the audio, video failures may be missed; (2) the regular reports will not show that the commercial that was carried was the one that was ordered, although this can be determined on a custom basis by re-checking the tapes; and (3) for those interested in new-product introductions, the monitoring periods may not coincide with the market patterns in introductory campaigns.

Overall, the report holds that BAR "has achieved coverage and acceptance broad enough to qualify (within limits) as a satisfactory performance auditor" and that "an examination of this monitoring coverage, its techniques, content and current usage, suggests a new sophistication in broadcast accounting controls." It concludes:

"The BAR monitoring service may not satisfy all of an advertiser's requirements, but it does afford an opportunity to supplement current audit programs. BAR serves as an independent source of television proof of performance that is not affiliated with the station or network, and is thus a major departure from the seller verifying his own performance."

The report, titled "Using the BAR Monitoring Service to Verify the Appearance of Tv Commercials," was prepared by Joseph Barra, senior accountant at Lever Bros., for the ANA Advertising Administrative Control Committee.

Additionally, it has been announced that copies of the full report are available to ANA non-members at $2.50 each.

Let tv code people handle copy—Helffrich

Let the tv code people "play the heavy" when questionable copy comes in, stations and representatives were urged last week by Stockton Helffrich, director of the New York Code Office of the NAB TV Code Review Board. He spoke to the Radio & Television Executives Society in New York on "Television Advertising: In and Out of Bounds."

He offered code office services to stations and advertisers alike and warned that to avoid more governmental restraints, "we have to apply with some consistency the common sense and voluntary ones now in existence." The New York Code Office, established last summer, got its "baptism" with a cocktail mix commercial problem for Holland House, (BROADCASTING, Oct. 3, *et seq.*), Mr. Helffrich said, as he described duties of his staff. These include advice and liaison but not clearance, with "major concentration on the maintenance and the raising of standards in television advertising practice."

DUPONT MOVES TO NBC-TV

Drops two CBS-TV shows to buy weekly hour-long Sunday night series in $7 million deal

E. I. duPont de Nemours & Co. has put its network cards on the table. The trump is a $7 million NBC-TV hour, *DuPont Show of the Week,* ordered by BBDO as agency of record, with N. W. Ayer & Son sharing billings. The deal, months in the making (BROADCASTING, Jan. 9), was announced by network and client last week, with dollar figures filled in by informed observers.

In addition, on-and-off product participations on ABC-TV and NBC-TV will bring up the yearly bill several millions. These, numbering 30 programs in all, are expected to continue during the summer after duPont signs off its CBS-TV investments, *The June Allyson Show* (Mon. 10:30-11 p.m. EST), which ends a two-season run in June and the 90-minute *DuPont Show of the Month,* concluding four seasons March 21.

NBC has scheduled *DuPont Show of the Week* Sunday nights, 10-11 p.m., New York time and will fill the hours with wide-ranging entertainment covering variety, "dramatic actualities" and special projects. Producers assigned are Donald B. Hyatt, director of NBC special projects whose credits include *Project 20* and the *Wisdom* interviews, and Irving Gitlin, executive producer, news and public affairs, who has developed NBC's *White Paper* and the *Purex Special for Women* series.

A duPont spokesman said that while the company was very pleased with both *Show of the Month* (corporate advertising) and *June Allyson* (man-made fibers), duPont now wants to combine corporate and divisional messages in the *Show of the Week* to accommodate increased use of tv for paints, automotive specialties, antifreezes and coated fabrics.

Forty hours have been ordered, to run the course of the year with occasional lapses, according to advertising needs. The new show will inaugurate duPont's 26th year on the air, dating back to the old radio *Cavalcade of America* on CBS and NBC, adapted to

NIELSEN

TOP 10 NETWORK PROGRAMS
First Report for February, 1961
(Based on two weeks ending February 5, 1961)

TOTAL AUDIENCE (†)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Gunsmoke	42.9	20,120
2.	Wagon Train	42.0	19,698
3.	The Untouchables	37.2	17,447
4.	Rawhide	37.0	17,353
5.	77 Sunset Strip	35.2	16,509
6.	Candid Camera	33.5	15,712
7.	Jack Benny Show	33.4	15,665
8.	Ed Sullivan Show	33.3	15,618
9.	Have Gun, Will Travel	33.1	15,524
10.	Real McCoys	33.0	15,477

AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Gunsmoke	40.5	18,995
2.	Wagon Train	36.0	16,884
3.	The Untouchables	31.7	14,867
4.	Rawhide	31.2	14,633
5.	Candid Camera	30.9	14,492
6.	Real McCoys	30.9	14,492
7.	Have Gun, Will Travel	30.5	14,305
8.	Jack Benny Show	30.3	14,211
9.	Andy Griffith Show	30.3	14,211
10.	My Three Sons	30.2	14,164

(†) Homes reached by all or any part of of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Copyright 1961, A. C. Nielsen Co.

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Jack Benny (CBS-181): Lever (SSCB), State Farm (NLB), Sun. 9:30-10 p.m.

Candid Camera (CBS-175): Bristol-Myers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DES), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Andy Griffith (CBS-177): General Foods (B&B), Mon. 9:30-10 p.m.

Have Gun, Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

My Three Sons (ABC-188): Chevrolet (C-E), Thur. 9-9:30 p.m.

Rawhide (CBS-202): Philip Morris (B&B), National Biscuit (M-E), Bristol-Myers (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.

Real McCoys (ABC-171): P&G (Compton), Thur. 8:30-9 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

77 Sunset Strip (ABC-174): American Chicle Whitehall (both Bates), R. J. Reynolds (Esty), Beecham Products (K&E), Fri. 9-10 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FC&B), Whitehall (Bates), Beecham Products (K&E), Union Carbide (Esty), Sunbeam (FCB), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

Fastest Draw in the West

For most of America's television viewers the enchanted frontier of the old West casts a never-ending spell. They watch Westerns in greater numbers than any other kind of television program.

Today four of the six most popular shows in television are Westerns, and three of the four can be found on the CBS Television Network. In fact, for more than three years one of our Westerns ("Gunsmoke") has consistently drawn the biggest nationwide audiences in television.

Not every advertiser, however, is interested in Westerns. Depending on his product or marketing objectives, a comedy or a drama or a mystery may bring him better results. To him, the crucial test is: *How well is the network doing with the kind of programming he wants to sponsor?*

The advertiser who applies this test will find that the CBS Television Network *attracts the biggest average audiences in every category of entertainment.* And it achieves this remarkable record with *the most evenly balanced schedule in network television.*

THE NIELSEN RECORD FOR ALL REGULARLY SCHEDULED NIGHTTIME PROGRAMS, OCTOBER 1960–JANUARY 1961

PROGRAM CATEGORY	CBS		Network B		Network C	
	%	RATING	%	RATING	%	RATING
COMEDY	26	20.2	20	18.8	10	16.7
DRAMA	13	16.3	0	–	8	13.6
VARIETY & PERSONALITY	18	21.0	6	15.3	21	18.5
WESTERN	12	25.6	21	20.6	28	22.5
MYSTERY & ADVENTURE	20	19.8	47	18.6	23	14.7
NEWS, PUBLIC AFFAIRS, SPORTS	11	14.0	6	9.9	10	14.2
TOTAL NIGHTTIME	100	19.7	100	18.3	100	17.7

% of schedule time. **RATING:** Avg., 8 natl. repts., AA, 6-11 pm. Program names on request

There are *two* important points to keep in mind: One, you will not find *as many* Westerns on the CBS Television Network as you will elsewhere, but you will find *the best.* Two, it is this ability to produce the best entertainment of every kind that continues to attract television's largest audiences.

CBS TELEVISION NETWORK

tv in 1952 on NBC and later on ABC.

NBC has not announced the future of *The Loretta Young Show* and *This Is Your Life,* which the new show will displace.

Alcoa plans to stick with ABC-TV next fall

Only the contracts remain to be signed by Aluminum Co. of America and ABC-TV before Alcoa's expected fall sponsorship of an ABC-TV Tuesday time slot is definite. The advertiser, dickering with all three networks since the beginning of 1961, apparently has settled upon an unusual slotting: alternating hours and half-hours, or an average of 45 minutes weekly. One week Alcoa will present an hour show (10-11 p.m.), the next a half-hour, with Bell & Howell slated to fill the 10:30-11 p.m. slot with its own program on alternating weeks.

The advertiser's final selection, which will represent $6-$7 million outlay, consists of a series of plays, produced by Revue Productions, with a varied format including drama, mystery, comedy and variety, and designed to reach a "broader audience" than this season's entry, *Alcoa Presents.*

Before this decision, Alcoa, with its budget upped about $1.5 million from this year, had shown interest in such programs as ABC-TV's *Corrupters,* CBS-TV's *Defenders,* and an NBC-TV proposed Talent Assoc. production (CLOSED CIRCUIT, Feb. 13, Jan. 16).

Mobil Oil moves from Compton to Ted Bates

The Mobil Oil division of the Socony Mobil Oil Co. has left Compton Adv. after 18 years and placed what it describes as $12 million in advertising billings with Ted Bates & Co.

Compton, however, disputes the $12 million figure, claiming Mobil Oil's commissionable agency billings last year amounted to only $7 million.

In either case, Mobil Oil spent $2,850,000 in radio and tv on spots in 1960, of which all but $200,000 went into an 18-week tv spot campaign in about 110 markets. The radio spots, accounting for the rest, were mostly in weekly spots on NBC Radio's *Monitor* during the summer months.

According to J. D. Elgin, advertising and promotion manager for Mobil Oil, sales and volume had been up last year but it was decided to seek new thinking on advertising. In the course of finding a new agency, Mr. Elgin came across an advance copy of *Reality in Advertising* by Rosser Reeves, board chairman of Ted Bates. Scheduled to be published in April by Alfred Knopf Inc., the book was reportedly the most important factor influencing the appointment of Bates as Mobil Oil's new agency.

According to a company spokesman, the continued use of tv and radio advertising, "is subject to reappraisal" now that a new agency has been chosen. The spokesman also said that as of now "no radio is projected for 1961" but that a small tv spot campaign is already scheduled to begin this month in conjunction with the company's annual "economy run" competition.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Feb. 23-Mar. 1 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Feb. 23	**Untouchables** (9:30 p.m.)	ABC-TV	30.2
Fri., Feb. 24	**Flintstones** (8:30 p.m.)	ABC-TV	27.3
Sat., Feb. 25	**Gunsmoke** (10 p.m.)	CBS-TV	29.2
Sun., Feb. 26	**Ed Sullivan** (8 p.m.)	CBS-TV	27.9
Mon., Feb. 27	**Andy Griffith** (9:30 p.m.)	CBS-TV	24.1
Tue., Feb. 28	**Garry Moore** (10 p.m.)	CBS-TV	26.6
Wed., March 1	**Perry Como** (9 p.m.)	NBC-TV	23.5

Copyright 1961 American Research Bureau

KODAK EXITS ABC, CBS

Drops Sullivan and Nelsons for NBC's Disney color show

In swift succession RCA and its NBC subsidiary the past two weeks could see the color tv rainbow forming for both.

First, encouragement to RCA was the Zenith Radio announcement that it would enter the market this fall with a line of color receivers (BROADCASTING, Feb. 27).

Last week NBC got its encouragement: Eastman Kodak Co., Rochester, N. Y., next season will leave CBS-TV and that network's *Ed Sullivan* and ABC-TV's *Adventures of the Nelson Family* to become alternate sponsor (with RCA) of a new Walt Disney show that will be colorcast on Sundays, 7:30-8:30 p.m., starting Oct. 1.

The Eastman explanation as given by James E. McGhee, Kodak's vice president of domestic sales and advertising:

"We are moving to Walt Disney's new show (*Walt Disney's Wonderful World of Color*) because color television has now come of age.

"Color is important to photography and has been a significant factor in the growth of our industry. It is our belief color will be of even greater importance in years to come."

No Color on CBS ▪ Kodak has been associated in its alternate sponsorship with *Ed Sullivan* for four years. Mr. McGhee said that while "happy over the years with Ed Sullivan" who was a factor in Kodak's "marketing success," the firm feels color tv gives it "another way of showing the beauty of color photography [but] *The Ed Sullivan Show* is not available in color."

The Kodak-Disney tie-up (25 original programs and 25 repeats of the 1961-62 and "past" seasons) will bring the advertiser's commercials to NBC in color as well as Disney's filmed anthology of cartoons, adventure and nature stories in this country and abroad, along with classical fiction and true stories and first tv showings of new Disney motion pictures.

Walt Disney, which for several seasons had been on ABC-TV, switches next fall to NBC-TV. The program already had RCA signed for half sponsorship. Both RCA and Eastman Kodak are handled by J. Walter Thompson. The Kodak association with the *Nelsons* (earlier known as *The Adventures of Ozzie & Harriet*) dates back about five years.

Workout for peacock

Color bursts continue at NBC-TV with 50% of the network's daytime programs to be presented in color during the week of March 13-17. The "Festival of Color" marks NBC's most ambitious color programming to date. In the past, the network's regular daily schedule of color programs has been supplemented by near total color programming on specific days. Throughout each day of the "Festival of Color" week, NBC-TV will offer eight of its regular daytime programs in color, representing 22½ hours of programming. Total number of color tv hours for the week will be 31½, including 10 nighttime programs to be presented in color.

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV IS OUT FRONT!
with greatest share
of sets in use
Noon to Midnight, Mon.-Fri.
ARB, Dec., 1960

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

YEAR OF GOOD PRACTICE

They want culture, but won't watch it

RADIO-TV PREFERENCES MEASURED IN MILWAUKEE, DULUTH-SUPERIOR

Television viewers overwhelmingly prefer pure entertainment even though they may "say" they want more serious discussion, cultural and religious programs. The popularity of the western is waning.

Radio and television as community institutions are lower in esteem than churches and schools but higher than newspapers and local government.

These statements are broad conclusions found:

▪ In a sample of 500 homes in the Duluth-Superior market by the Research Guild, Chicago, for WGN Chicago, which recently acquired KDAL-AM-TV Duluth. The survey was made anonymously last October to determine Duluth-Superior community needs to which radio-tv can contribute, to learn opinions about radio-tv and to find how well area stations are satisfying the needs.

▪ In a pilot sample of 1,800 homes by WTMJ-TV Milwaukee, in January as part of the 1961 *Milwaukee Journal* (WTMJ-AM-TV) consumer analysis. The total sample, to be released later, covers 6,417 households and includes a portion on fm.

Among other major findings of the Duluth-Superior study:

▪ Groups least satisfied with radio and tv are 36-45, parents of several children and first generation Americans of Scandinavian origin.

▪ Radio is rated well on local news, sports and religious programming, less well on adult education and culture.

▪ Television is rated high for local news and sports, not well on religion, programming, adult education or culture.

The major findings of the Milwaukee survey:

▪ Most Milwaukee television viewers feel entertainment best serves them.

▪ Most Milwaukeeans also feel that sports, news and weather best serve them.

▪ There is an interest in informational-educational programs but for actual viewings, Milwaukeeans favor "pure entertainment."

▪ Westerns do not have the high popularity that might be expected; many viewers claim that they want fewer shows of this type.

Duluth-Superior adults listen three hours a day to radio, but there are wide variations. One adult in ten doesn't listen at all and one in ten listens eight hours or more daily. Women listen four hours, men two hours. Two in ten women listen eight hours or more and radio listening increases with age to about 35, then declines.

Television: adults watch three hours daily, women 3.6 hours daily, men 2.8 hours. There is no clear relationship between age and amount of viewing.

What does WGN Inc. plan to do about its new KDAL properties based upon the study findings? Only minor changes at present, since the stations are relatively "well regarded." But KDAL's identification with Superior is being strengthened (heretofore, Duluth was stressed). Cultural service and farm and sports programming are being increased. Greater use also will be made of local material and personalities, especially in tv.

In Milwaukee ▪ The Milwaukee study shows that more than half of all viewers participating indicated satisfaction with present tv programs. Their favorite (18.7%) was *Untouchables.* Others in order: *Perry Como, Lawrence Welk, Wagon Train,* sports telecasts, *77 Sunset Strip,* news and weather, *Dinah Shore, Bonanza* and *Loretta Young Show.*

The top religious program is Bishop Sheen (No. 80 in the list). The first information program is *Meet the Press* (No. 47).

Men liked programs in this order: sports, mystery-detective-adventure, news and weather, popular music and variety, westerns, drama, serious discussion, symphonies-opera-ballet, other educational-informational programs, religious.

Women: popular music and variety, news and weather, mystery-detective-adventure, drama, western, sports, religious, serious subjects, symphonies-opera-ballet, other informational-educational programs.

The total percentage of men and women satisfied with present programs is higher than those wanting "more" or "less" in every classification. But 32.5% of the men and 38.4% of the

When you sell thru Blackburn, you are revealed only to serious, financially responsible buyers!

We do not send out lists. Every sale is handled on an individual basis. A deep knowledge of the market, combined with a strong feeling that our reputation is too valuable to risk for any commission, provide a professional service of the greatest reliability.

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

women want fewer westerns.

WTMJ-TV notes an "interesting paradox":

"Analysis reveals that apparently certain classes of programs which best meet the viewer's needs are not necessarily the same classes of programs these same viewers would 'like to have more of' in the tv schedules."

For instance, only 4.2% of the men list serious subjects as their first choice of programs but 44.2% would like to have more of such programming. Only 5% wanted less and 50.8% voted "okay as is" and "no opinion." The disparity was even higher among women.

Other questionnaire answers, WTMJ-TV concludes, "indicated that tv viewers do not necessarily look at the programs they claim they want more of on tv."

Changing hands

ANNOUNCED ▪ *The following sales of stations interests were reported last week subject to FCC approval:*

▪ WERC-AM-FM Erie, Pa.: Sold by Cleveland Broadcasting Co. to Simon Goldman for $335,000. Mr. Goldman is president of James Broadcasting Co., which owns WJTN-AM-FM Jamestown, WDOE Dunkirk and WGGO Salamanca, all New York. Cleveland Broadcasting Co. owns WLEC-AM-FM Sandusky, Ohio, and WERE-AM-FM Cleveland. Ray T. Miller is president. WERC operates with 5kw fulltime on 1260 kc. WERC-FM operates with 9.7 kw on 99.9 mc. Broker was Hamilton-Landis & Assoc.

▪ WGWC Selma, Ala.: Sold by W. E. Farrar to Robert J. Martin, Rome, Ga., for $55,000. Mr. Martin, a farmer and land developer is also an employe of WROM Rome, Ga. Mr. Farrar, mayor of Reform, Ala., also owns 45% of WRAG Carrollton, Ala. WGWC operates with 250 w fulltime on 1340 kc. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 95).*

▪ WGIR Manchester, N. H.: Sold by Northeast Broadcasting Corp. to Knight Radio Inc. for $327,500 and agreement not to compete for a period of eight years within a 50-mile radius. Norman Knight, president, owns WHEB Portsmouth, WTSV-AM-FM Claremont, WTSL Hanover, all New Hampshire, and WEIM Fitchburg, Mass. Commissioner Bartley dissented. WGIR operates with 5 kw day and 1 kw night on 610 kc.

▪ KFUR-TV Santa Fe, N. M.: Cp sold by Harrison M. Fuerst to Raymond F. Hayes and Milford Kay, for $2,700 "out-of-the-pocket" expense. Commissioner Bartley dissented. KFUR-TV construction permit is for ch. 11.

▪ KWKY Des Moines, Iowa: Sold by General Broadcasting Services of Iowa Inc. to Tedesco Inc. for $165,000. Nicholas Tedesco, president, and Victor J. Tedesco have interests in KCUE Red Wing, Minn., KFNF Shenandoah, Iowa, and WIXK New Richmond, Wis. Tedescos also have purchased WMIN Minneapolis (CLOSED CIRCUIT, Feb. 20). KWKY is 1 kw fulltimer on 1150 kc.

NBC-TV switches to KTAL-TV

NBC-TV has signed with KTAL-TV Texarkana-Shreveport (formerly known as KCMC-TV Texarkana, Tex.) to replace KTBS-TV Shreveport as its primary affiliate in that market, probably effective this summer. The station, on ch. 6, has moved its transmitter site to Vivian, La., and thus now covers both the Shreveport and Texarkana areas, NBC authorities reported.

It currently its affiliated with ABC. The KTBS-TV contract with NBC runs until next September but there was speculation that the rearrangement of affiliates in that area, with KTBS-TV presumably moving to ABC-TV, might be effected before the contract expiration date. KTAL-TV is owned by the Camden, Ark., News Publishing Co.; KTBS-TV by the family of George D. Wray Sr.

Keystone's new rate card

The first rate card since 1952 for Keystone Broadcasting System has been mailed to 3,000 advertisers and advertising agencies. Slight increases in rates are reflected across the board. Keystone now has 1,125 affiliates. Under the new card, one hour per week for 13 weeks on 100 stations costs $28 per station; one minute, $3. On 1,000 or more stations for 52 weeks, once weekly, the hour rate is $20.65; minute, $2.31.

New England fm network forms

The nucleus of an fm network was formed when WCRB-AM-FM Boston extended its programming to WMTW-FM Mt. Washington, N. H. Both are "good music" stations.

WCRB claims its programs can now be heard in all six New England states. The stations' president, Theodore Jones, said plans are "well underway to expand the new network," so that it eventually may serve the entire northeast region.

STATIONS FOR SALE

EAST—$175,000.00

Beautiful, northeast United States. Major market in *that* area. Asking between $160,000.00 to $175,000.00. 29% down at 5%. Terms negotiable.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$225,000.00

SUNNY SOUTH FULLTIMER

The only fulltimer in a two station, semi-major market on the Gulf Coast. Rich market, station well in the black, good terms to responsible buyer.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$100,000.00

Midwest daytimer located ideally for owner-operator. Profitable station, good physical plant, own real estate. Price $100,000.00 with $29,000.00 down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST—$148,000.00

Fulltime northwest radio station with good frequency and power. Heavy fixed assets including land and building go with sale. 1960 cash flow in excess of $30,000.00. Total price $148,000.00 with 29% down and long terms on balance.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

NBC PROFIT PEAK

RCA sales set record but profits are down

RCA reported last week that its 1960 sales increased to a record $1.494 billion, a jump of 7% over the previous year's $1.395 billion. But, its profits declined 13%. Figures in the corporation's annual report show that profits, after taxes, amounted to $35.1 million compared with $40.1 million in 1959. Earning in 1960 were $2.10 per common share on outstanding stock compared with $2.65 the previous year.

The report, sent to the company's 170,000 shareholders by Board Chairman David Sarnoff and President John L. Burns, said the 1960 profit decline was influenced by "continuing heavy investments in electronic data processing," and by the write-off of the $4 million cost of centralizing consumer products operations in Indianapolis. Both factors were termed "essential steps in the interest of efficiency and growth." The report also noted the "economic softness that made lower profits the rule rather than the exception in American business."

The report noted substantial gains in color tv, with profits on color receivers "measured in seven figures." RCA's broadcast subsidiary, NBC, achieved the highest profits in its history during 1960.

Breaking down the corporation's sales into four groups, the report shows NBC accounted for 22% of RCA's business, federal contracts brought in 37%, commercial customers accounted for 39% and 2% came from the radiotelegraph operations of RCA Communications Inc.

NBC doesn't and won't editorialize—Sarnoff

NBC has never editorialized and has "no plans to do so," according to Robert W. Sarnoff, NBC board chairman. Mr. Sarnoff expressed this opinion last week in the latest of his periodic newsletters to tv and radio editors. NBC does not "fault broadcast editorializing as such." On the contrary, he pointed out that NBC has "long upheld the right of broadcasters to editorialize." He singled out WDSU-TV New Orleans, WSYR-TV Syracuse, WKTV (TV) Utica, N.Y., WBRZ (TV) Baton Rouge, La. and WWLP (TV) Springfield, Mass., all NBC affiliates, as having "distinguished themselves" by "forthright and effective" editorializing. But editorializing by individual stations, he said, is "distinct" from editorializing by a network. On a local basis, "the broadcaster's editorial voice can be an important community asset." On a network basis, editorializing "raises different, fundamental issues."

Paley reassures Collins he can count on networks

"You were forthright and courageous," William S. Paley, chairman of the board of CBS Inc., told President LeRoy Collins of the National Association of Broadcasters in a letter last week. "The broadcasting industry needs such progressive leadership, particularly at this time in its development," he continued.

The letter from Mr. Paley came as an answer to the firm position taken by Gov. Collins in a talk before the NAB board in Palm Springs, Calif. (BROADCASTING, Feb. 13, 20).

"I certainly agree with you that whatever needs to be done to discharge fully our responsibilities to the public interest must be done by those of us within the industry itself," Mr. Paley continued "You will find, as you probably realize, that many of us do not agree with some of the things you said. But your general objectives are the important thing, and we endorse them. You can count on our best efforts as we work toward the goals you have outlined."

"Whatta ya mean TULSA'S a TOUGH MARKET . . . have you ever used KAKC?"

If you haven't used The New KAKC you don't know how easily your problem can be solved. You see, The New KAKC is the most "listened to" station in the 21 county market area of Northeastern Oklahoma (according to Pulse). And, they're an adult audience too. What about Station Image? Why, they've got the best. The New KAKC has more firsts in area service to their credit than all other Tulsa stations combined . . . and they're continuing to pile up more! Yes sir, The New KAKC is Tulsa's best Radio buy in anybody's book. It's been that way for quite awhile . . . and they intend to keep it that way.

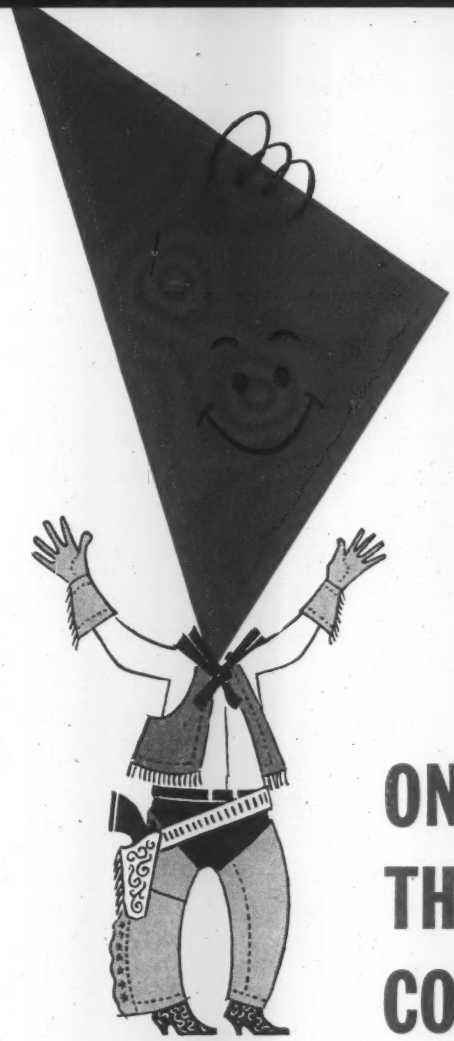
Hi, I'm K. A. Casey . . . here to offer you the best radio buy in Tulsa. Call your Adam Young representative and see for yourself.

FIRST IN TULSA

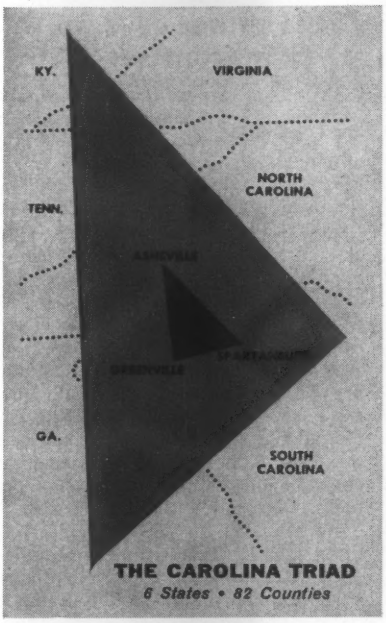
the new KAKC Dial 970

A Public Radio Corp. STATION

KIOA DES MOINES | KBEA/KBEY-FM KANSAS CITY | KAKC TULSA



ONLY WLOS-TV HAS THE CAROLINA TRIAD COVERED!



THE CAROLINA TRIAD... a two-billion-dollar market . . . stretches across 82 counties in 6 states!

ONLY WLOS-TV covers the Carolina Triad with unduplicated network signal . . . gives you net weekly circulation of 301,600*!

*1960 ARB coverage study

WLOS-TV abc

Serving

GREENVILLE — ASHEVILLE — SPARTANBURG

A Wometco Enterprises, Inc., Station

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

WOMETCO ENTERPRISES INC.

New WNBC-TV rate card ups prime minute price

WNBC-TV New York made a new rate card effective last Wednesday (March 1). It makes the price of a prime-time 60-second announcement higher than that of a triple-A 20-second spot. The new card was described by the station as "the first industry move" to create a price differential between the two prime-time spots.

WNBC-TV has established a $2,500 price on the minutes, a rise of $200 over the previous figure, but maintains the 20-second spots at $2,300. Jay Heiten, WNBC-TV national sales manager, commented: "Television is the only ad medium in existence which has charged the same rate for a varying quantity within the same rate card. Obviously, offering a customer a 60-second announcement for the same price as a 20-second announcement in the same rate period creates an unbalanced demand for the limited number of minute availabilities, and reduces the demand for the 20-second spots. It is hoped that the 20-second announcements now will be sharply re-analyzed toward re-establishing its basic value."

The new card (No. 21) also offers an extra discount for extra-volume schedules. Top discount on the station is 57.25%, an increase of 7.25% over the old rate card, which went into effect Feb. 1, 1960. The station also raised spot announcements slightly around various nighttime newscasts and increased one-minute station break availabilities in the 10:30 a.m.-4:30 p.m. period from $600 to $700. In the 7-10 a.m. periods, minutes were reduced from $400 to $300; 20-second announcements from $300 to $225.

KCDA-TV goes on the air

KCDA-TV Douglas, Ariz., ch. 3 station owned by Electron Corp., began programming Feb. 27 from its studio-transmitter quarters in the Gadsden Hotel.

The new station, the first in the southeastern area of the state, was granted in February 1960 with 447 watts radiated power. It is under the general management of William B. Miller with the following staff: Daniel C. Park, commercial manager; David B. Miller, program and production director; Norman Robb, chief engineer.

The Electron Corp. is a wholly owned subsidiary of Ling-Temco Electronics Inc. It has specialized in providing equipment for low cost, low powered tv stations.

Susskind latest bidder seeking WNTA-TV

The competition for the purchase of WNTA-TV New York became more heated last week when producer David Susskind confirmed reports that he intends to bid for the tv station.

Mr. Susskind would not identify his financial backing but it was reported to be a nationally-known company. Mr. Susskind and his associates are the third group to express interest in the station since National Telefilm Assoc., New York, the owner, invited offers. NTA already has rejected as "inadequate" a bid of $4 million by a group working with the National Educational Television & Radio Center that would use the station for non-commercial educational telecasting (BROADCASTING, Feb. 27). Ely A. Landau, former board chairman of NTA, resigned from the company several weeks ago and is in the process of forming a new company, Landau Broadcasting Ltd., to purchase broadcasting outlets, including WNTA-TV.

Mr. Susskind has had a working association with WNTA-TV for several years. He is moderator of the *Open End* discussion program, carried on the station and syndicated to other tv outlets. Mr. Susskind formerly was executive producer of *The Play of The Week*, which started on WNTA-TV and also has been sold to other stations.

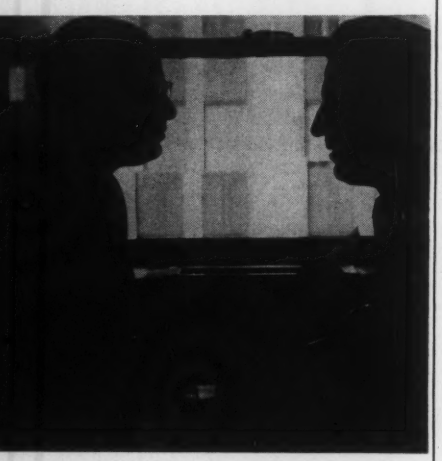
Oliver A. Unger, NTA board chairman-president, said the station will not be sold until it receives a "satisfactory offer," and added that if such a proposal is not forthcoming, NTA will continue to operate the station.

CBS' Heffner calls for freedom from Sec. 315

In making a plea for permanent revocation of Sec. 315 of the Communications Act, Richard D. Heffner, director of Special Projects, Information Services, CBS-TV, told the annual Western Radio & Television Conference in Salt Lake City that only with this action can broadcasting become free to offer consistent political coverage, "substantial and divergent" opinions, and debates in national, state and local elections.

Mr. Heffner's talk stressed that broadcasters everywhere should press for permanent revocation of Sec. 315. He added: "Responsible broadcasters want to continue more meaningful coverage of politics on television and radio. The public at large desires the same end. We at CBS particularly believe that, in freedom, our media can offer 'education for effective, informed citizenship capable of making sound decisions and making them fast.'"

FACE-TO-FACE SALESMANSHIP GETS ORDERS!

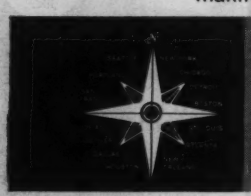


National spot is a fast-moving, competitive business. You've got to be there when the buying decisions are being made. You've got to use every creative approach...every technique of forceful salesmanship...to get the order. This is sales impact. And you can't achieve it through periodic field trips, phone calls or letters.

That's why... Weed maintains 14 offices throughout the U. S.—more than any other representative firm.

That's why... Weed hires salesmen with years of solid experience **in their territories.** In most cases, our men are native to the city in which they are based.

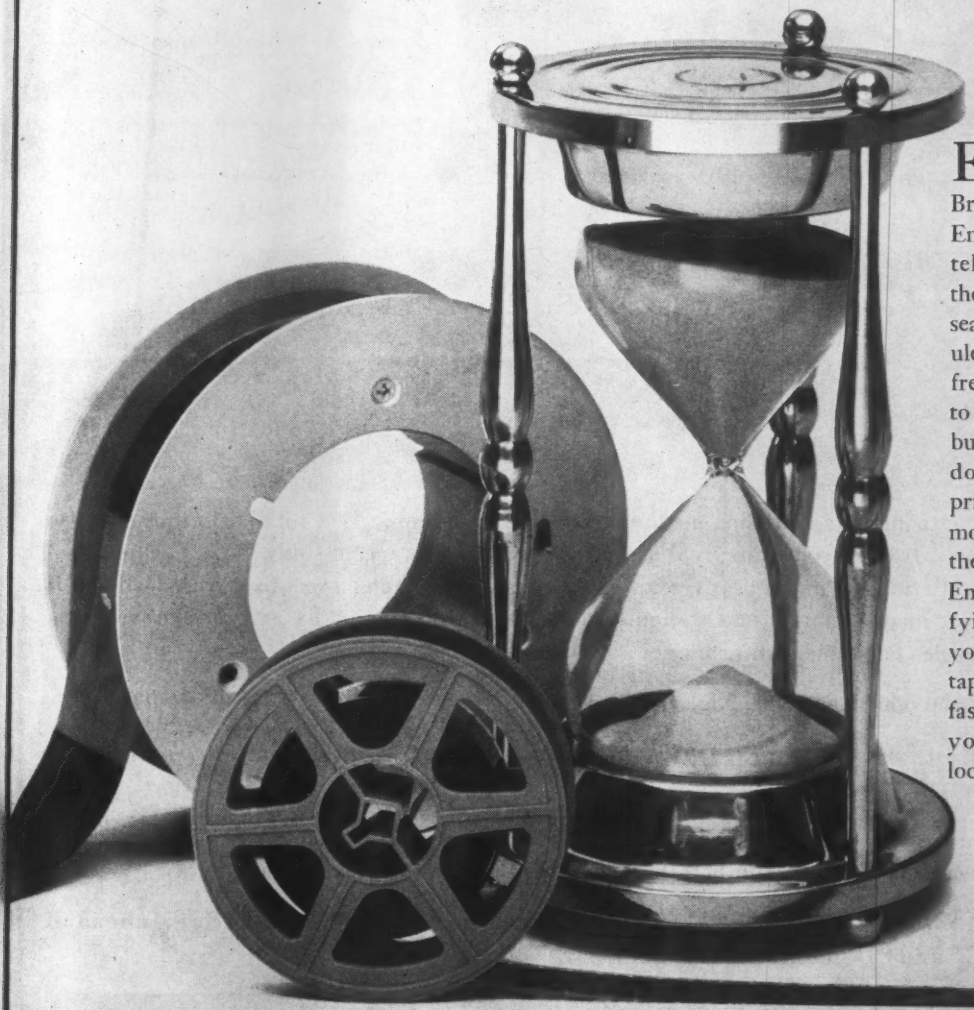
That's why... Weed's policy of "depth selling" reaches every decision-making level up to and including the advertiser.



Wherever a buying decision is made...

a WEED man IS THERE!

How to get TV shows on ...on time



Every day, the National Broadcasting Company uses Emery Air Freight to speed television film throughout the United States and overseas to meet network schedules. This planned use of air freight, not only helps NBC to meet program deadlines, but also enables NBC to cut down costly inventory of prints, saving both time and money. Take advantage of the speed and reliability of Emery Air Freight by specifying "Ship Emery Air" on your shipments of film and tape. To find out how much faster Emery can deliver your shipments call your local Emery man, or write...

EMERY AIR FREIGHT

801 Second Avenue, New York 17, New York

Offices in all principal cities.

Advertising an advertising medium to advertising people is a bit like selling soap to P & G. It takes something really special. That's why a recent study by A. C. Nielsen — world's largest marketing research organization — among executives responsible for major media, market and station decisions at the 50 biggest TV and radio advertising agencies has some significant news for you.

Among other questions, Nielsen asked them —

"To best reach you, which publication would you recommend a station to use for its advertising?"

The answers, predominantly, were apportioned among four business publications which concern themselves with both broadcast media, or with television alone.

BROADCASTING scored 42% ahead of publication "B" — and 185% ahead of "C" and "D" combined:

THE HARD WAY?

Conclusive as that is, look what happened when Nielsen asked this follow-up question—

"In which publication would a station's advertisement be likely to have the most impact on you?"

Here, BROADCASTING gets 57% more preference than publication "B"—and 80% more than "C" and "D" combined:

These are no little margins — particularly when you consider they represent the expert opinion of important decision-makers at the "Top 50" agencies investing nearly **1½ billion dollars** of their clients' money in TV and radio annually. What's more, the same Nielsen survey shows that these advertising leaders place BROADCASTING *first* (1) in readership for broadcast media news and information; (2) in their preference for reports of current trade events; (3) as the publication in which they have most confidence; and (4) as the publication they find most useful.

This is the kind of ideal editorial climate wherein top agency people (as well as the important advertisers who are their clients) are most likely to be reached, most effectively, by your advertising messages. In fact, *they say so themselves.*

WHY NOT DO THINGS THE EASY WAY? Take the advice of your own best prospects. Tell them your sales story via the well-studied pages of BROADCASTING.

NOTE: Of BROADCASTING's guaranteed 26,000 circulation, approximately one out of every three copies goes to an agency or advertiser reader each week. And the bulk of BROADCASTING's 8,868 agency-advertiser distribution (unlike that of publications "B", "C" or "D") is *paid* circulation, verified by the Audit Bureau of Circulations. *Only* BROADCASTING, among these four TV and radio business journals, qualifies for ABC membership.

BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

New York — Chicago — Hollywood

Radio network services still needed—Hayes

Despite the emergence of the independent radio station in the television era, the network radio affiliate finds a plethora of needed services that only the national network can provide. These were explained a fortnight ago by Arthur Hull Hayes (right), president of CBS Radio, in an address before graduate students at the Annenberg School of Communications, U. of Pennsylvania. Dr. Charles Lee, vice dean of the school, looks on. The subsequent question and answer session were taped for future classes of the Annenberg school.

Goldenson urges foreign expansion through tv

America must strike quickly to take advantage of international tv opportunities, both economic and political, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, told the San Francisco Advertising Club last week. Pointing the electronic way to world understanding, Mr. Goldenson said that entertainment can do the job as well as informational programming. To counter massive Russian propaganda, the U. S. must be ready with tv programs to portray its way of life, and encourage world interchange by communications and business.

U. S. businessmen, by adapting domestic tv techniques, can and "must" meet the world trade challenge and tap big market potentials, Mr. Goldenson urged. He gave this off-hand illustration based on his own observation in Thailand about 18 months ago, when the country had 38,000 tv sets in operation: Colgate-Palmolive Co. in a commercial offered to exchange a free box of Fab detergent for a box top. The offer pulled 78,000 tops.

IATSE, networks start talks

Negotiations have begun between New York Local 1, International Alliance of Theatrical Stage Employes and ABC, NBC and CBS on a new contract covering stagehands and associated employes. A meeting held last week centered around preliminary demands by Local 1, including an increase in salary and the establishment of a pension and welfare plan. Negotiators declined to give details, claiming that talks were still "in the early stages."

The present pact expired Dec. 31, 1960 but negotiations were postponed because the networks were engaged in extended contract talks with the Screen Actors Guild, the American Federation of Television Radio Artists, the International Brotherhood of Electrical Workers and the National Assn. of Broadcast Employes & Technicians. The next session with Local 1 is set for tomorrow (March 7).

MBC income doubles but profits up only slightly

Metropolitan Broadcasting Co., New York, last week reported an estimated gross revenue of $42,579,477 for the 52 weeks ended Dec. 31, 1960, compared to $16,543,422 in the like period of 1959. The increase was said to be partially attributable to significant acquisitions during 1960 (BROADCASTING, Jan. 23).

Metropolitan's net income in 1960 of $1,708,253 is a slight increase over the $1,552,463 total reported for 1959. The company's 1960 net income per share is $1.01 compared to $1 in 1959. A cash flow last year of $5,492,659 rose considerably above the total of $2,957,235 for the previous year. The cash flow per share in 1960 was $3.23 compared to $1.91 in 1959. The number of shares outstanding at the end of 1960 was 1,699,137, compared to 1,549,012 the previous year.

Metropolitan said the results reported in its release were before non-recurring charges of $104,726 in 1960 and $136,355 in 1959. Federal income taxes in 1959 were reduced by approximately $480,000 due to the application of operating losses carried forward from prior years.

Westinghouse report cites broadcast property

Expanded leadership in independent broadcasting operations and continued heavy reliance on tv advertising to promote products and dramatize company achievements, were among highlights cited in Westinghouse Electric Corp.'s annual report to stockholders released last week.

The report pointed out recognition won by the company's broadcasting subsidiary, Westinghouse Broadcasting Co. (WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, Ind.; KEX-AM-FM Portland, Ore.; WIND Chicago, and WJZ-TV Baltimore), for its public service programming. Also stressed: WBC's expansion move by contracting to purchase KLAC Los Angeles.

In the marketing field, Westinghouse sponsored CBS-TV and CBS Radio coverage of the political conventions, presidential campaigns and election returns. According to figures given by the report, Westinghouse's convention telecasts reached more than 74% of all tv homes, or nearly 85 million people.

Highlight of the financial section: Firm's net income from operations in 1960 was $79 million, equal to $2.22 a share on the 34,813,842 common shares outstanding at the end of the year, which was identical with the per share income from operations in 1959.

WLW gets 'Mike Award'

WLW Cincinnati, a division of the Crosley Broadcasting Corp., received a "Mike Award" during a banquet held Feb. 26 at New York's Latin Quarter. The award was given during a fund-raising event attended by more than 700 members of the broadcasting industry. Proceeds from the affair will be turned over to the Broadcasters' Foundation Inc., an organization devoted to aiding fellow broadcasters in financial need because of illness, emergency or other unusual circumstances.

WESTERN ROUND-UP!

Heading your way–for the first time in television–a library of three of the most successful Western adventure programs ever presented. A walloping 250 half-hours in all: 81 episodes of **ANNIE OAKLEY** (named the "Best Western Performer" on television for two consecutive years by The Billboard)...78 episodes of **RANGE RIDER** ("Action with a capital A is the byword in these films." Radio Television Daily)...and 91 episodes of **GENE AUTRY** ("King of the Cowboys" and one of the biggest money-makers in the Western field). This sure-fire three-in-one library, backed by a national merchandising campaign, is available now for unlimited run (and profits) from **CBS FILMS**

The long-range plans of ABC's Jim Hagerty

It may take ABC two or three years to achieve the stature of an NBC or CBS in the general field of electronic journalism, but catch up it will.

This is the long-range planning of James C. Hagerty, ABC vice president in charge of news, special events and public affairs, who arrived on the network scene immediately after his former employer, President Eisenhower, left the White House. At ABC, Mr. Hagerty sums up his "goal" in building the news operation simply as "something that I and the company will be proud of in 2½-3 years from now."

Already some of the Hagerty advance planning is taking effect. Washington is the first area in which the gradual ABC News buildup will occur. Appointments include John Scali, a top Associated Press correspondent who covered the State Dept. for many years. Mr. Scali will be ABC's diplomatic reporter in Washington. ABC News staffer William P. McSherry has been named national news editor.

Mr. Hagerty in an interview described the capital city in this way: "ABC has a 'window' in Washington." It's a place to experiment, too. The Hagerty method will be to build from within. But at the same time he will appoint non-broadcast but veteran news names, such as Mr. Scali, from the outside. "We plan to be ready for the fall," he explains.

Among plans to build-up the news operation:

▪ An experimental "news" program will go on the air at 11 p.m. in the fall on WMAL-TV Washington and WJZ-TV New York. The idea here is to permit the new team to get a feel of the medium and to showcase the personalities in both cities. In the meantime, radio will be used as a method of giving them broadcast indoctrination.

▪ The theory will be to emphasize news reports by people who actually cover them. Mr. Hagerty knows that Washington sources which make news are well aware when a tv newsman speaks from the studio and describes the "thinking" and "talking" of a prominent Washington official whom he's never interviewed and perhaps never met. As it stands now in much of broadcasting, he emphasizes, "there's nobody (for the Washington news source) to praise and nobody to blame." It will be more effective when Sen. Joe Doakes sees and hears an ABC reporter talk about Sen. Doakes not long after the senator and the reporter actually meet. Sen. Doakes, Mr. Hagerty feels, will remember that reporter and the network the next time.

Jim Hagerty and William McSherry, ABC national news editor

▪ A five minute newscast now is being fed daily to ABC-TV stations in the afternoon. There'll be more program interruptions when the news warrants them, with breaks into the schedule for reports from experts at the scene.

▪ An expansion in New York will follow the news buildup in Washington.

▪ The news facilities of the owned and operated stations as well as the affiliates will be used more in the future. Data on facilities of the owned stations as well as affiliates are now being gathered.

▪ In his news operation, reporters will be out in the hinterland on the "main stories" of national interest—"We want viewers and the nation to be aware that not all stories are on the eastern seaboard and I want to feel that tv reporters can go out from cities other than New York."

▪ The overseas expansion will take a little longer than domestic. But Mr. Hagerty feels ABC News has more time in that area and efforts will be "more long-range." Mr. Hagerty notes he has personal contacts overseas and intends to use them.

Mr. Hagerty says he has been given encouragement on the financial budget needed to do the job he expects the ABC operation to perform in the next few years.

ABC documentaries will be produced by the "best people" he can obtain, and he reminds he has jurisdiction over both the topics and material which go into such shows. (In his interview, Mr. Hagerty said he works in just that way with Robert Drew Assoc. which has been producing for the *Close-Up* series.)

Speech Making ▪ The ABC News head didn't waste time having his views expressed for all the broadcast industry to see and ponder. But some of the reaction, particularly in the press, to his Feb. 16 speech in Oberlin, Ohio (BROADCASTING, Feb. 20), surprised him. In his speech he decried studio-bound newsmen and pinpointed a need to assure public association of broadcast newsmen with events they cover.

Says Mr. Hagerty: He did not intend to take a "slap" at broadcasters but rather the system in which they operate. Though he cannot blame an individual newsman for reading a news report from a studio about an event with which the newsman has no personal relationship, that system is wrong.

As he looks at it, one man possibly could not "report it all." He is a firm believer in having more than the single newsman in a studio. Mr. Hagerty envisions a studio team made up of experts or specialists in the areas they cover giving reports to the radio or tv audience. What he wants: the why in the news and the image of the personality.

Television, he reflects, has a natural, built-in advantage over newspapers and "even over radio." On tv, he continues, "events can be seen and heard." Philosophy? Mr. Hagerty's is easily wrapped up in this line: "Give a lot of people a chance, and change the format." As for newsmen, the idea is in this kernel of wisdom "As in newspapers, the reporter in broadcasting must earn his byline."

KNOW HOW

From poverty to wealth, from obscurity to fame that has endured the centuries, William Shakespeare was the epitome of literary "know how." And if there were one single motivating force, it was his belief that *"a man's powers and virtues were given him not to waste in idleness, but to shine like torches giving light to others."* While we lay no claim to greatness, we, too, recognize the fallacy of passive existance and strive through our own "know how" to offer a better product each day in the field of radio and television.

WFAA

dallas • radio & television

The Stations With The "Quality Touch"!

SERVING THE GREATER DALLAS-FORT WORTH MARKET

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co. Inc.

The Original Station Representative

How Cincinnati shift affects network rates

The shift in CBS and ABC television affiliations in Cincinnati will have opposite effects on the network rates of the networks and stations involved: The ABC-TV rate for that market will not be increased but that of the new ABC-TV affiliate will be; the new CBS-TV affiliate will not get a raise in its network rates, but the network will.

The rate situation was clarified last week on the heels of the announcement that Taft Broadcasting Co.'s WKRC-TV Cincinnati would shift from CBS to ABC—taking the primary affiliations of Taft's WBRC-TV Birmingham and WKYT (TV) Lexington, Ky., along with it—and that WCPO-TV, which has been the ABC-TV outlet there, would become the CBS-TV affiliate (BROADCASTING, Feb. 27). The changes are effective April 30.

ABC-TV officials said the moves would not change the current ABC network rates in any of the three markets. This means, they said, that WKRC-TV, whose network hourly rates as a CBS affiliate has been $1,500, will be raised to the $1,750 level that WCPO-TV has been getting as the current ABC outlet. CBS-TV officials said WCPO-TV's network rate would remain at the $1,750 level.

As ABC-TV primary affiliates, WBRC-TV and WKYT will retain their current network hourly rates of $1,250 and $140, respectively.

But WBRC-TV's compensation deal with ABC is better than those of WKRC-TV and WKYT. Network officials said their contracts with the Cincinnati and Lexington stations were "standard affiliation contracts," calling for the stations to give 22 free hours to the network and be paid 30% of their rates starting with the 23rd hour each month. The Birmingham station's compensation, however, is based on approximately 50% of its rate.

KRON-TV, NBC continue affiliation

Despite KRON-TV San Francisco's dispute with NBC over the latter's attempt to purchase KTVU (TV) Oakland-San Francisco, KRON-TV will continue as the San Francisco outlet of NBC-TV for another two years, starting July 1.

This was set forth in an affidavit filed Monday (Feb. 27) in the U. S. Court of Appeals by The Chronicle Publishing Co., owner of KRON-TV. The affidavit stated that NBC on Feb. 22 made the written offer to continue the affiliation, subject ot termination by either side on 90-days notice. KRON-TV accepted the offer on Feb. 26.

KRON-TV's antitrust suit against NBC, KTVU and RKO General has been stayed pending FCC action on the network's acquisition of KTVU. (AT DEADLINE, Sept. 26, 1960).

McLendons acquire XEAK sales rights

Acquisition of American sales rights for XEAK, 50 kw outlet on 690 kc in Tijuana, just south of San Diego, Calif., by B. R. and Gordon McLendon, father-son multiple owners, was announced last weekend. The purchase price is understood to be in excess of $1 million.

Purchase was from a group headed by Helen Alvarez Hill, who has been identified with U. S. station interests in the Southwest, and her brothers, James and Robert Harmon. XEAK is owned and operated by Radio Diffusora, Mexican corporation, of which veteran broadcaster Jorge I. Rivera is head. The McLendons, long anxious to get into the Southern California-Los Angeles market, own the limit of seven domestic am stations. These are KLIF Dallas, KILT Houston, KTSA San Antonio, KABL San Francisco, WAKY Louisville, WYSL Buffalo and KEEL

SQUARE (?) MEAL

The equilateral triangle shown is a meadow with a lush stand of delicious* grass. Its area is one-half acre. Tethered to a post at one corner is a goat with a consuming passion for grass. What should be the length of the tether (to the nearest inch) to permit the goat to eat just half the grass in the field? Assume that the goat can feed to the end of the tether.

Tell us—correctly—and we'll forward a copy of that delicious brain fodder, Dudeney's "Amusements in Mathematics" (Dover Publications, Inc., N. Y.). If you have a copy, say so and we'll provide a different prize.

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* WMAL-TV's grass is greener in the nation's capital: Its audience is the biggest in the Washington market 6 P.M. to midnight, all week. (ARB Dec. '60; NSI Jan. '61.)

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

RTES' Golden Mikes

The Radio & Television Executives' Board of Governors felt that "the most significant contribution of broadcasting to the best interests" of the U. S. and citizens last year came from radio-tv programming on the presidential campaign, particularly the face-to-face appearances of John F. Kennedy and Richard M. Nixon. Result:

J. Leonard Reinsch, WSB-AM-TV Atlanta, and communications consultant during the campaign for then candidate John F. Kennedy, and Herbert Klein, Mr. Nixon's news secretary, this week will accept Gold Medal awards made jointly to President Kennedy and Mr. Nixon "for outstanding achievement in broadcasting" (CLOSED CIRCUIT, Feb. 27). Ceremonies will be held on March 9 at the annual RTES banquet at the Waldorf-Astoria in New York with Mr. Reinsch and Mr. Klein addressing the guests. Also slated is an entertainment program including Mitch Miller and his Sing-Along chorus, singer Louise O'Brien and other musical and comedy acts.

Shreveport. The McLendon operation also holds extensive interest in oil, real estate and motion picture production.

Because of the Mexican law, non-Mexicans cannot hold operating assignments as such, hence the McLendons acquired from Mrs. Hill and her brothers only American sales rights. No governmental approval by the FCC and probably none by the Mexican authorities is entailed.

Media reports...

Cleveland switch ▪ WERE Cleveland, which revised its programming format last month, is using custom-designed musical spots from Music Makers Inc., New York, to promote the new schedule. The jingles, 16 an hour on a 24-hour basis, introduce WERE's weather, time, sports, news headlines and special features which include audience participation. According to Music Makers, the new WERE programming calls for less new records and more popular music, plus a pin-pointed pitch at "young modern people."

New CBS affiliate ▪ WINF Manchester, Conn., will join CBS Radio on March 19. The station operates on 1230 kc and, effective with the CBS Radio affiliation, will operate with 1 kw-D and continue on 250 w-N.

ABC RADIO WEST IS NEW REGIONAL

Mann heads system, formed from three regionals

A new regional network, ABC Radio West, with 104 outlets serving more than 11 million homes and almost 26 million people in 10 western states, has been organized by combining the ABC Pacific Network of 59 stations, the Arizona Network of 10 stations and the Intermountain Network of 35 stations.

Jack H. Mann, director of sales development and program coordinator of ABC Radio, becomes director of ABC Radio West, with headquarters in New York. Harry Woodworth, western sales manager, ABC Radio, will also serve as sales manager for ABC Radio West, from headquarters in Hollywood.

Mr. Mann

Avery - Knodel has been appointed national sales representative of the new regional network. Avery-Knodel also represents the Intermountain Network and has just been named to represent the ABC Pacific Network, following the resignation of the network by its former rep, H-R Representatives. The Arizona Network is represented by John Blair & Co.

Formation of ABC Radio West was announced jointly by Robert R. Pauley, vice president in charge of ABC Radio; George Hatch, chairman of the Intermountain Network, and John Hogg, president of the Arizona Network.

Mr. Pauley commented that the total market served by the new regional network is "one of the most important in the country. It is more productive and shows a greater rate of growth and a higher degree of prosperity than any other area." The network will bring listeners "the finest regional programming combined with the full service of the ABC Radio Network," he said, and "will also furnish advertisers with the finest and most effective medium to reach this growing and prosperous market."

Mr. Hatch welcomed ABC Radio West as "bringing new strength to radio" and promised that it would provide "an excitingly new western radio news, weather and sports program service." Intermountain President Lynn Meyer pointed to the success of that network, with 1960 gross revenue of more than $1.5 million, up 22.8% from 1959, and purely national spot business up 19%. "The area covered by ABC Radio West is a homogeneous one," he said, "with the fastest growth in population, retail sales and buying power in the nation."

The new network will cover California, Oregon, Washington, Arizona, Idaho, Montana, Nevada, Utah, Wyoming and Colorado.

FIGHT ON 20 CATV'S

Prediction of 100 systems sharply cut by heavy cost

TelePrompTer Corp., New York, expects to collect $150,000 in fees from community antenna television systems which will carry the March 13 heavyweight championship fight between Floyd Patterson and Ingemar Johansson. The estimated total, a company spokesman said last week, will accrue from fees turned over by 20 catv systems across the country, including TelePrompTer's own six systems and a cable tv system with 20,000 homes in Montreal. Upwards of 100,000 homes will receive the telecast on U. S. catv systems.

There are two main reasons why no more than 20 catv systems have signed up for next Monday's fight in Miami. TelePrompTer said that some systems ran into conflicts with theatre showings of the bout, but a larger number of systems could not afford to pay the $3-4,000 in charges, the cost of picking up the telecast off AT&T lines leased by TelePrompTer. The company had earlier estimated some 100 catv systems would carry the fight (BROADCASTING, Jan. 30).

In other pre-fight developments, TelePrompTer sold to Freemantle International Inc., New York, the international radio and delayed tv rights to the fight, except in Great Britain and the Scandinavian countries. Gillette, it was learned, has purchased half-sponsorship of radio broadcasts and delayed tv telecasts in 18 Latin American countries. Though Gillette's purchase price was not announced, it was revealed that the amount Gillette is paying for half-sponship in Latin America is half as much as Gillette ever paid for worldwide radio rights to a sports event.

In collecting fees from catv owners who will carry the bout, TelePrompTer asked system owners to guarantee an amount based on the percentage of the telecast's potential viewers. TelePrompTer is leaving it to operators to levy an extra charge to viewers, and in some instances, as at TelePrompTer's own systems, operators will make the telecast available as a good-will gesture.

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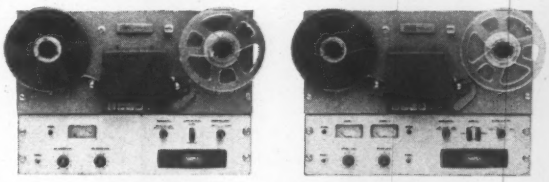
7" REELS

THE PR-10-1 MONOPHONIC,

Full or half-track. Single-channel electronics include built-in mixer to mix line and mike or two mikes (with plug-in pre-amp). Portable, or fits 14" of rack space. 3¾ and 7½; or 7½ and 15 ips speeds. Exclusive self-threading option. Alignment controls in front panel. New frictionless tape handling. All-electric push-button controls permit remote control operation. Write for Bulletin 212.



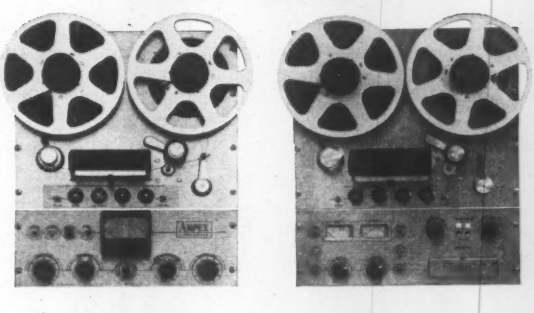
THE PR-10-2, STEREO/MONO

Two-channel electronics fit same rack space as PR-10-1. Portable for remote pickups as well as in-studio use. Split erase permits stereo recording, half-track mono recording, cue track, and sound-on-sound. Two line inputs convertible (with pre-amps) to two mikes – one per channel. Additional mike and line inputs possible with MX-10 mixer. Write for Bulletin 212.

10½" REELS

THE AMPEX 351 MONOPHONIC

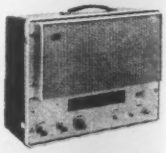
Available in full or half-track models. Input switchable to mike, balanced or unbalanced line. Takes reels from 3" to 10½". Speeds: 3¾ and 7½ or 7½ and 15 ips. Available as console, two-case portable or mounts in 22¾" of rack space. All-electric push-button controls permit remote control operation. Large 4" VU meter reads input or recorded level plus bias and erase current. For more information, write for Bulletin 203.



THE AMPEX 354, STEREO/MONO

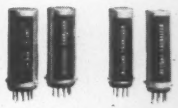
Two-channel electronics. Compact and portable version as well as console. Requires only same rack space as 351. Same heavy duty tape transport as 351. Two line inputs, convertible to two mikes (one per channel) with pre-amps. More mike and line inputs with MX-35 mixer. Convenient balancing of stereo-channels with side-by-side VU meters. Split erase for stereo recording, half-track mono, cue track, sound-on-sound. Alignment controls in front panel. Bulletin 208.

ACCESSORIES AND ASSOCIATED EQUIPMENT

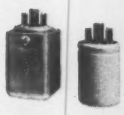


MONITOR SYSTEM
SA-10, Console quality, 40 watt speaker-amplifier unit. Portable, rack or wall mounting. Bulletin 214.

STEREO/MONO MIXER
MX-10 or MX-35, Four position, two channels, matches PR-10 or 351/354.



PLUG-IN EQUALIZERS
provide NAB AME or CCIR curves as required.



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Industry backs federal etv subsidy

FCC SAYS $1 MILLION GRANTS MAY PROVE INCENTIVE FOR UHF

The Senate Commerce Committee last week heard a parade of witnesses urge adoption of legislation they felt would give educational television a badly needed shot in the arm.

Their views were given during hearings on S 205, which was introduced by Committee Chairman Warren G. Magnuson (D-Wash.) and Sen. Andrew Schoeppel (R-Kan.), ranking minority member. The measure provides for grants of up to $1 million to states and the District of Columbia for establishing or improving educational television facilities.

Without such aid, the witnesses said, the potential of educational television will never be realized in this country. With it, poor states as well as wealthy would be able to provide enormous educational benefits to their school children and college students. Some even saw in educational television the potential for spurring commercial television to achieving higher standards.

Of the 268 channels the FCC set aside for educational purposes in 1952, only 54 are being used. Sen. Magnuson and many of the witnesses expressed the view that lack of capital funds is blocking the use of more, if not all, of the remaining etv channels.

Many of the arguments presented on Wednesday and Thursday (March 1 and 2) were not new to the committee. It held hearings on the same bill in the 86th and 85th Congresses. On both occasions, the measure sailed through the Senate but died in the House.

New Views ▪ There were, however, some new wrinkles. This time, two important broadcasting figures, James Aubrey, president of CBS Television, and John L. Burns, president of RCA, spoke in favor of the measure. Donald H. McGannon, president of Westinghouse Broadcasting Co., who had supported the measure in the past, submitted a statement favoring passage of the bill.

In addition, the FCC also supported the measure. Commissioners Frederick W. Ford and Rosel H. Hyde both said etv needs financial assistance. Commissioner Ford, who testified shortly after stepping down as FCC chairman (see story page 74), also said that the cause of etv would be furthered if more uhf sets were in use. And he said the commission will shortly resubmit legislation to achieve this end.

The proposed bill would virtually compel manufacturers to build all-channel receivers by banning in interstate commerce those sets unable to receive both uhf and vhf signals. This measure has been presented to past Congresses, but has never gotten out of committee. Commissioner Ford said that if the bill is approved, it would promote the use of more uhf channels, educational as well as commercial.

In his testimony, Mr. Aubrey said that television is a valuable tool in education but that lack of funds has limited its use. The financial aid provided for in the Magnuson bill, he added, "will act as a trigger for the investment of non-public funds," in educational television. He said that once a station is on the air, it finds it easier to get the support it needs for continued operations.

CBS Subsidy ▪ Mr. Aubrey also announced CBS Television is providing an aid-to-etv program of its own. He said, as a starter, the network and its Pittsburgh affiliate KDKA-TV are sending a director-producer team this week to WQED (TV) and WQEX (TV), Pittsburgh's two etv stations. The commercial tv men are to make their "know-how" available to the local etv outlets.

Mr. Burns saw almost unlimited possibilities in the aid-to-etv bill. The "seed money" it would provide, he said, could lead to the establishment of a nationwide educational television system. Such a system, he added, could bring a college degree within the reach of every American, raise teachers' pay and help combat the teacher shortage.

His reference to a nationwide etv network echoed an earlier comment by Sen. Magnuson. "Someday, we'll have a fourth network of educational television if we get this thing going," he said. And he predicted such a network would have an important effect on improving the commercial tv networks.

Commissioner Hyde agreed. "I am optimistic enough about the possibilities of educational tv to believe that it can even educate the people to demand of commercial television something better than a surfeit of cowboys, private eyes and give-aways," he said.

An example of the use to which etv can be put was given by John Schwarzwalder, manager of KTCA-TV, an educational station in Minneapolis-St. Paul. He said that 30,000 fourth grade children in 1,000 different classes were being taught Spanish by "a master teacher" at a cost of one cent per pupil. Previously, he said, only 59 fourth graders were studying any foreign language.

Evidence of bi-partisan support for etv was supplied by William Harley, president of the National Assn. of Educational Broadcasters. He read into the record letters received by his association last fall from President Kennedy and former Vice President Nixon, both of which favored the idea of fed-

RCA's Burns | NAEB's Harley | Mr. Schwarzwalder | Pa.'s Dr. Boehm | CBS' Aubrey

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VIEWMANSHIP — the indefinable ingredient in WMAR-TV programming that means acceptance in the public eye.

QUALITY! . . . We've got it!

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Once again more homes in aggregate total per quarter-hour view WMAR-TV than any other Baltimore station (Jan. '61 Nielsen, Jan. '61 ARB).

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eral aid in this area.

Lausche Not Sure ▪ However, hearing wasn't all one-sided. Sen. Frank J. Lausche (D-Ohio) sounded the discordant note, declaring, "I think the medium is wonderful, but I think it's an erroneous conclusion that the only way it can be utilized is with federal financing." He said state and local governments should "take the lead and not come constantly to the federal government."

Sen. John O. Pastore (D-R.I.) rose to this challenge. He said the federal government has been forced to undertake various projects for local communites which simply lacked the necessary funds. "And I'd hate to see the day," he added, "when a man has a lot of gold hoarded and his children are illiterate . . . And I'd even go for a $4 billion deficit in gold if it would help us beat the Russians in education."

While most of the witnesses were talking of educational stations which would cost several hundred thousand dollars to build, one witness said etv could be provided at bargain rates.

In a statement entered into the record, Mort Zimmerman, president of Electron Corp., of Dallas, Tex., said his company had developed techniques for putting an etv station on the air for $50,000. He said it had already done this in the case of KRET-TV on ch. 23 in Richardson, Tex.

Other witnesses appearing at the hearing or entering statements were Sens. John Sherman Cooper (R-Ky.) and Lee Metcalf, (D-Mont.), who also co-sponsored S205; Erling Jorgenson, director, Montana Educational Project, Montana State Univ.; Dr. Charles H. Boehm, superintendent of public instruction for Pennsylvania; Mrs. Robert Horning, president, Greater Cleveland Tv Education Assn.; Loren Stone, manager, KCTS-TV, Seattle, Wash.; Mrs. Edmund D. Campbell, Greater Washington Educational Tv Assn.; Dr. Bernard Everett, assistant superintendent of schools, Boston, Mass., and John F. White, president of the National Educational Tv & Radio Center.

IN THE HILL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 4502. Rep. Victor L. Anfuso (D-N.Y.)—would amend the Communications Act to prohibit radio or tv stations from consistently portraying any religious group, race or nationality in a degrading or criminal manner. Commerce Committee.

HR 4231. Rep. Clarence Brown (R-Ohio)—would require the licensing of networks and bring them under FCC regulation and control.

HR 4232. Rep. Clarence Brown (R-Ohio)—would prohibit the broadcasting of edited interview or discussion programs without the consent, to the editing changes, of the persons participating in the interview or discussion.

KFRE-TV dual start called 'coincidence'

Triangle Publications Inc. told the FCC last week it was just "sheer coincidence" that its KFRE-TV Fresno, Calif., began dual operation on chs. 12 and 30 the same week two rating services began surveys of the Fresno market. Replying to a protest by ch. 47 KJEO (TV) Fresno (AT DEADLINE, Feb. 20), Triangle said the complainant "deliberately chooses to ignore" this.

Both KJEO and ch. 24 KMJ-TV Fresno objected to the commission's grant of dual operating authority to KFRE-TV until April 15. The move was made as part of the commission's plans to make Fresno an all-uhf market by deleting ch. 12.

Triangle said it voluntarily abandoned legal rights by which it could have prolonged the vhf-uhf *status quo* in Fresno for several years; that it has cooperated

MORE THAN 33 HOURS of LOCAL programming EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

WOC TV channel 6
PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shafer
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
PETERS, GRIFFIN, WOODWARD, INC. EXCLUSIVE NATIONAL REPRESENTATIVES
NBC

This man has a complete radio station in his brief case. He has microphones and consoles, towers and transmitters: the wide array of equipment it takes to put a radio station on the air—even a building. **This man is a Collins broadcast sales engineer.**

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

with the commission at every turn, expending considerable time, energy and expense to inaugurate KFRE-TV's operation on ch. 30 as quickly as possible. "What more can be asked of a licensee?"

KFRE-TV originally planned to begin dual operations Jan. 6—was delayed when it failed to receive the uhf antenna from the manufacturer—and KJEO knew this, Triangle said. "Yet, now petitioner would have this commission believe that the dual operation of KFRE-TV . . . during the survey periods is part of a clever, diabolical scheme to dominate those surveys," Triangle stated. "The fallacy, if not the absurdity of petitioner's argument, is manifest."

Triangle maintained the public interest requires temporary operation on both channels so citizens in outlying areas will not be deprived of the KFRE-TV signal. For example, Triangle said, the community of Woodlake, 40 miles from Fresno, now receives ch. 12 but can't pick up ch. 30. A uhf translator has been ordered to provide Woodlake with ch. 30, Triangle added.

Authority for dual operation, issued Feb. 8 by the FCC, was "proper and in full compliance with all pertinent legal requirements," Triangle said. Its request for dual operation actually was an application for license under Sec. 319(c) and therefore was exempt from that part of the Communications Act requiring public disclosure, Triangle stated.

Space law meeting?

A proposal that the Inter-American Bar Assn. hold a special meeting on space law as it may apply to transportation and communications is being considered by officials of the western hemisphere law group. The suggestion was made by the committee on transportation and communications law during the regular biennial IABA conference in Bogota, Columbia, Jan. 27-Feb. 3. This committee was chairmaned by William A. Roberts, Washington transportation and communications attorney. The next meeting of the IABA is scheduled to be held in Panama in 1963.

Appeals court to hear ch. 10 case on merits

The Miami ch. 10 *ex parte* case goes to court on the merits March 22.

The arguments will be heard by the same three-judge panel which has sat on the case since its beginning; Circuit Judges E. Barrett Prettyman, John A. Danaher and George T. Washington.

At issue is the FCC's July 1960 order revoking the 1957 grant of ch. 10 in the Florida city to National Airlines and reassigning it to L. B. Wilson Inc. Wilson was the only one of the four original applicants not found to have engaged in some form of off-the-record maneuvering.

National Airlines claims its grant cannot be revoked without a revocation hearing before the FCC. North Dade Television Inc., a third applicant, maintains the FCC erred in tarring it with the *ex parte* brush. The fourth applicant, WKAT Miami, has withdrawn from the litigation.

The Miami ch. 10 case is the first of many involving charges of behind-the-scenes pressures. The court's ruling in this case will be considered a bellwether for the others, which include: Miami ch. 7, Boston ch. 5, Orlando ch. 9, Jacksonville ch. 12, St. Louis ch. 2 and St. Louis ch. 12.

Like the Miami ch. 10 case, the Boston ch. 5 case is back in court; the Miami ch. 7 case is to be argued before the FCC *en banc* March 10; the Orlando and Jacksonville cases have been designated for hearings; the FCC proposal to reconsider the St. Louis ch. 2 case is subject to court approval, and the St. Louis ch. 12 case is under investigation.

The first prize was a Duroc gilt

(not to be confused with our Gold Pork Chop award)

SWINE, no cuss word in Eastern Iowa, can be beautiful, if you know where to look. Stuffed with corn, symbolically wearing an apple presaging future feasts, a hog, considered moola-wise, is money on the hoof, or bankable bacon.

Porcine aesthetics are understood in Iowa, producer of some 22% of the nation's hog income. For five years now, WMT-TV's annual Swine Judging Contest has stimulated lively interest (649 entries this year). It's no place for Revlon, but sponsors like Wilson and Company, and the J. I. Case farm implement dealers, find it better than an Atlantic City beauty contest.

Should any New York City television stations want our secret, here's the oink-tested formula: Truck twelve hogs to your studios. Rev up the videotape and shoot the porkers front, side and back. Interview them, being careful to avoid conversational gambits that lead to discussion of future plans, and football. Safe subjects are diet, farm size, and number of tractors in the family. Store the tapes for subsequent use, after the oinks are cleared away, as segments on your weekday noontime farm show. Encourage would-be contestants to write for judging blanks. Play back the taped segments in a specified week. Ask the contestants to place, grade and estimate backfat thickness of each hog, four hogs to a class. Let your farm staff tabulate the entries and pick the winner.

This year (the third year in a row) a lady won first prize. We suspect the reason for such distaff accuracy is training acquired from years of keeping an eye on the butcher.

Well, that's about the story, except for the admonition in the sub-head. Each spring, the WMT Stations also present a Gold Pork Chop plaque (made from a cast of a frozen chop from the champion carcass) to the winner of the Iowa State Spring Market Hog Show *Quality Pork Contest*. How'd you like to have one of those over your mantel?

WMT-TV • **CBS** Television for Eastern Iowa Cedar Rapids—Waterloo

National Representatives, The Katz Agency
Affiliated with WMT Radio; K-WMT, Fort Dodge; WEBC, Duluth.

HARRIS' NEW SUBCOMMITTEE

Regulatory agencies group with $195,000 budget announced, with Rep. Harris as probable chairman

Chairman Oren Harris (D-Ark.) of the House Commerce Committee last week made it official: The Legislative Oversight Subcommittee, which dug deeply into the affairs of the FCC and other regulatory agencies for 3½ years before going out of business on Jan. 3, will have a successor—a permanent Subcommittee on Regulatory Agencies.

Not yet official at week's end but expected momentarily was the announcement that Rep. Harris will chair the new subcommittee, as he did the old oversight unit. He is also expected to announce that, to take on the new assignment, he will give up his chairmanship of the Communications Subcommittee.

It is believed he will be replaced in this position by Rep. Morgan Moulder (D-Mo.), the next-ranking committee Democrat without a subcommittee chairmanship. Rep. Moulder was the controversial first chairman of the oversight subcommittee. After several months in that position, he was forced to resign by Rep. Harris for, among other *gaffes*, leaking to a St. Louis newspaper secret subcommittee documents concerning a prominent Republican.

The Harris announcement, which had been anticipated ever since Oversight expired, was made following House approval on Tuesday (Feb. 28) of the full Commerce Committee's request for $435,000 to finance its activities. Of this sum, $195,000 is earmarked for the new subcommittee.

Who's On It? ▪ The membership of the new unit will be announced shortly, along with other subcommittee assignments. Rep. Harris and Rep. John B. Bennett (R-Mich.), the Commerce Committee's ranking minority member, began conferring on assignments late last week.

In making his announcement, Rep. Harris said the subcommittee's purpose will be to examine "the adequacy of the laws and their administration by the agencies whose activities are subject to the jurisdiction of the committee."

And, while he did not mention James M. Landis, the newly appointed White House overseer of regulatory agencies, the Commerce Committee chairman emphasized that he was not about to surrender any of his committee's jurisdiction.

"I have no intention of abandoning or neglecting the responsibility of the committee . . . in this important field," he said. "Our committee is familiar with the problems and has the facilities to deal with them. The major regulatory agencies whose activities are under the jurisdiction of our committee are 'independent' agencies. . . . They are an arm of Congress and, therefore, primarily subject to the legislative oversight of our committee."

Close the Gap ▪ The chairman stressed that the subcommittee will look into the adequacy of both substantive and procedural law. "The time has come to close the regulatory gap between promise and performance," he said. "Deficiencies in the substantive or procedural law responsible for this gap must be corrected by legislative or administrative action."

Turning to one question the new subcommittee can be expected to look into, he said, "There is no reason why false and misleading advertising should remain in a gray area, unchecked by regulation." "Gray area" is a term some agencies have used to describe situations in which they were uncertain of their power or authority.

Rep. Harris also said he was "gratified" by the recent actions of "several agencies" to improve and speed up their operations. He wasn't specific, but it was believed he was thinking primarily of the ICC, which has introduced a number of new procedures to expedite its work.

Despite these "encouraging signs," further action is needed, he said. "We should concentrate on developing concrete legislative proposals and administrative measures to eliminate bottlenecks and make certain that the laws keep pace with changing needs."

"The American people," he said at another point, "are entitled to speedy and inexpensive processing of matters before administrative commissions."

A huddle on Capitol Hill

Ronald Murphy (left), president of the Washington State Assn. of Broadcasters, called on Sen. Warren G. Magnuson (D-Wash.) while in Washington for the NAB meeting of State Presidents Feb. 22-23 (BROADCASTING, Feb. 27). Sen. Magnuson, who is chairman of the Senate Commerce Committee, maintains close ties with Washington broadcasters.

Pope brothers plead guilty

Fortune Pope and Anthony Pope, co-owners of WHOM New York and WDOT Burlington, Vt., pleaded guilty last week in U. S. District Court in New York to five counts of an indictment charging them with violation of Securities & Exchange Commission regulations. The indictment covered charges of diverting more than $375,000 from Colonial Sand & Stone Co., New York, of which the Pope brothers are substantial stockholders and chief executive officers, for their "personal benefit and enrichment." They face up to 20 years in prison. Sentencing was set for March 31.

THAT WCKY SURE sews up CINCINNATI!

Since it's hardly considered cricket to needle competition (ours or anyone else's for that matter) we won't quote that part of the nice letter from Northwest Airlines that compares WCKY sales results with other stations! But you will get the thread of the story if we just dot-dot-dot the parts that say: ". . . in the Cincinnati market, WCKY is our best sales tool . . . never in our wildest dreams did we anticipate such response". That would seem to be enough to sew it up; if WCKY can move passengers half-way around the world, can you imagine how it moves toothpaste, cigarettes, coffee and what-you-sell in its own billion-dollar 68-county neighborhood. What's more, AM Radio Sales will show you that WCKY just costs a thimble-ful of money.

WCKY-RADIO IS SOME BUY!
50,000 WATTS–CINCINNATI

King warns against program surveillance

...AND ADDS SOME SALTY VIEWS ON FCC'S WORK AS HE LEAVES IT

There is nothing the FCC or any government agency can or should do about the quality and content of programming. As long as the public and Congress expect the commission to do something to improve programming, however, the agency will continue to try ". . . but mostly it will be just spinning its wheels."

This is the opinion of Charles H. King, Detroit Law College dean who left the commission membership last Thursday (March 2) upon the swearing-in of the new chairman, Newton N. Minow. Commissioner King had served on the agency since last July under a recess appointment from President Eisenhower.

Although his tenure in Washington was brief, Commissioner King won a reputation as a critic of a bureaucratic government, delay and the drain on a commissioner's time by inconsequential matters.

During his last week in office, several questions were put to Commissioner King on the current problems and activities of radio-tv and the FCC. Here are his replies:

Q. What do you think is the FCC's responsibility in programming, if any?

A. Here I think the FCC is getting itself into an impossible situation. Many say programming quality is poor. My opinion is that there isn't anything the FCC can do about it. The FCC cannot tell a broadcaster what he can or cannot put on the air. All it can do is review the station's performance.

But, how is the FCC going to determine the quality has been good or bad? Nobody is going to listen to a three-year tape recording of programs by the 1,600 stations up for renewal each year. All they can look to is some sort of a triennial report form. In the present forms, the programming information relates not to quality, but to quantity. I don't know how any form can be devised which will adequately measure that factor.

This is why I can't get too excited over all the talk that a station's performance should be rigorously checked against its promises.

The commission is proposing a change in the programming section of the application and renewal form. Unless I badly miss my guess, these statements will boil down pretty much to how much of this and how much of that.

In a recent issue of BROADCASTING [Feb. 20], I saw a statement by someone on Capitol Hill that the FCC's function is to keep stations in a continued state of tension and forestall a feeling of self-satisfaction. That isn't regulation—it's harassment.

Taste and quality in programming can't be measured by fixed rules; they differ, from person to person.

Q. Do you think the FCC's activity in respect to programming will lessen at any time in the near future?

A. No. Look at Mr. Minow's confirmation hearing in the Senate. Practically the only thing the senators seemed to be interested in was the quality of television programming. I never appeared before them. But my friends back in Detroit wanted to know what I was going to do about television.

As long as the public and the Congress expect the FCC somehow to improve the quality of television, my guess is that the FCC will continue somehow to try. But mostly it will be just spinning its wheels.

Q. In the final analysis, what do you think will improve the quality of television?

A. That's easy—public opinion. Broadcasters are under a duty to serve the public interest, but they first have to stay in business by making a *profit*. It is inevitable that what most of the people want is what they are going to get.

A lot of people don't like this, and feel that television should be on a much higher plane. But their position would be much sounder if they explained who was going to pay for it.

Television suffers from a handicap. Nobody expects everything in a newspaper or magazine to be extra good or to be interesting to everybody. But what you don't like in a magazine you can skip. On television, that can't be done. The critics of television apparently feel they shouldn't have to turn the set off—that whenever they turn it on, they are entitled to watch something they like.

If the magazine concept was applied to television, the quality might go up.

There is one drawback to the magazine concept—that old 'debbil' money. If advertisers were denied control of the shows they sponsor, so they would lose their identity with a particular program, they might not be willing to pay so much toward the support of free television.

Q. Would your advice to the New Frontier in respect to programming be to walk softly?

A. Yes, and to carry a big stick—but be careful how you use it. When a real abuse turns up, swing it hard, but don't regulate just for the sake of regulating.

Q. Can the quantity of commercial content be limited?

A. I don't know. After all, broadcasting is private enterprise and not a public utility, although it is frequently referred to as such.

The broadcaster must fight his own economic and competitive battles. So maybe it would be illegal to limit the quantity of commercialism.

Q. How about the "lifted eyebrow" technique of regulation?

A. I'm against that and have so voted a couple of times. When without any advance notice, the commission picks on a particular station for running more commercials than the commissioners personally think he should. It may work, by scaring other stations but it certainly is out of step with American justice and fair play.

Q. Do you advocate direct regulation of the networks by the FCC?

A. I think, at least to the extent that the commission can presently regulate the networks by indirection, it should be able to do so directly. In other words, I think the business aspects of a network should be subject to regulation by the FCC. Programming is something else.

Q. What do you think of the future of pay tv?

A. I don't think it will work. The pay tv people claim that they will deliver a better product than is presently available on free television. How does pay tv expect to get more people to pay to watch than will watch for free? Of course, if pay tv doesn't expect to be a mass media but to cater to an elite audience, then the lack of a large audience would be immaterial. But if it succeeds, I should think the inevitable tendency would be to cater to the many rather than the few.

Moreover, there is a question in my mind concerning where pay tv is going to get this better quality programming they talk about.

Q. If pay tv is successful, do you think it will put an end to our present free system?

A. I should think so. It would be bound to siphon off the most attractive programs now on free television. When that happens, advertising support of free television is bound to drop and probably dry up altogether eventually.

Q. On that basis, do you think pay tv should be permitted?

A. Yes. Stopping it without a trial would be the same as if we had prohibited the manufacture of automobiles because it might put horses out of business.

Q. How do you feel about Section 315 and the current plea of industry to have it repealed outright?

A. Ultimately, I think the entire section should be repealed, but I suspect this will have to come about step by step. In the last presidential campaign, certainly no criticism could be leveled against the broadcasters. I doubt that there would be any if you included state governors and perhaps U. S. senators. But I doubt that Congress will immediately leave it completely up to the broadcasters. Sooner or later, I think it will come and that, at least on an experimental basis, we will trust the broadcasting industry to do what is right.

Q. Do you subscribe to the often-heard criticism that the commissioners are susceptible to domination by the industry they regulate?

A. I have seen references to myself as not having been tough enough. Admittedly, I have been on the side of the broadcasters on several controversial issues. It was because I thought the public interest required me to vote the way I did and I wasn't going to change just because the broadcast industry happened to be on the same side. They are not all angels, but neither are they a bunch of crooks.

Incidentally, I think the biggest problem a commissioner has is determining what is this so-called "public interest." What constitutes the public interest is left pretty much up to the consciences of the individual commissioners which certainly makes for a practicing lawyer's paradise. Anything can happen, depending upon how tough a majority of the commission happen to feel on any particular day. That's an overstatement but there's some truth in it.

Q. Were you exposed to any of the ex parte pressures we have heard so much about in the past?

A. No. I expected pressures, of course, but I've had them before. Actually, there haven't been any.

Q. One of the points in the Landis Report was that the commissioners are overwhelmed with detail and don't have enough time to consider the broader aspect of policy. Do you have any comment on that?

A. Yes. There isn't any question that Dean Landis is right. A good deal of my time has been spent on matters that really weren't important enough to warrant taking up the time. The obvious answer is that more authority in routine matters should be delegated to the staff. The other commissioners are as conscious of it as I am and, long before the Landis Report, Chairman Ford appointed a task force to investigate the whole matter.

Q. Would you recommend a separate tribunal to handle adjudicatory cases, taking them away from the commission altogether?

A. No. I think the commission can handle both the regulatory and adjudicatory aspects. It can do a better job on both than if it handled only the regulation.

Q. The Landis Report says that the Commission has drifted, vacillated and stalled in almost every major area. Do you agree?

A. Definitely not. Take two of the areas which I assume Dean Landis was talking about when he made that statement—the clear channel proceeding and the vhf-uhf problem.

Nobody has been able to figure out how to break the clear channels down without jeopardizing the only nighttime radio service available to about 25 million people. So the commission hasn't taken any action. But this isn't stalling; this is simply preserving the *status quo* until some better answer can be found.

As to the vhf-uhf matter, the commission has proposed to Congress that it require all new television sets to be equipped for all channels. I'll bet Congress doesn't do it. The problem isn't going to be solved by critics who do nothing more constructive than say—Don't just stand there, do something!

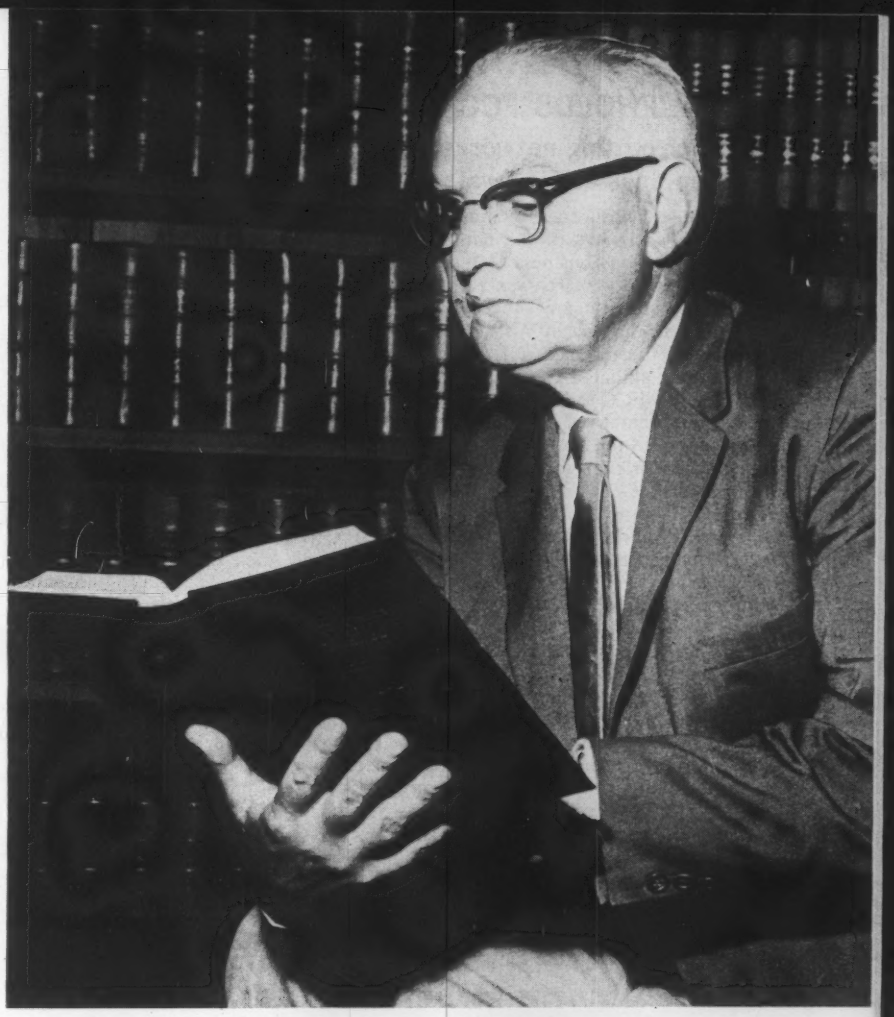
Somewhat facetiously, I might add that if the quality of television is as poor as so many people say it is, why do we want more?

An appellate court has only two alternatives: affirm or reverse. The commission on the other hand, must develop alternatives, including the maintenance of the *status quo*. Choosing the latter until a definitely superior alternative presents itself is not vacillating. It is cautious good sense.

Q. Any last words?

Yes. I think television is a lot better than it's given credit for. I see a lot of wonderful things. Maybe I see a lot that's not so wonderful, too, but if it was all high class, I guess we'd get bored even with that—sooner or later.

The industry has grown from nothing to a tremendous giant in less than 15 years. It's a lot better now than it used to be; I suspect it will get even better in the future, if the government gives it a chance. Free enterprise has produced for the American people the highest standard of living in the history of the world. I don't want it shackled or destroyed.



COURT UPHOLDS FCC

Says order putting networks out of rep business is legal

The FCC's 1959 order to put the television networks out of the national spot representation business (BROADCASTING, Oct. 12, 1959) was upheld last week by a three-judge panel of the U. S. Court of Appeals in Washington.

The court thus denied appeals by NBC and four affiliated tv station owners against the FCC rulemaking order. Station Representatives Assn., which long has opposed the networks' competition in the national spot sales field, sided with the FCC as an intervenor in the case. Two networks (CBS and NBC) have until next Dec. 31 to terminate their contracts with several tv affiliates under the FCC order. ABC-TV does not represent affiliates for national spot.

The court denied the validity of three reasons given by NBC and the four affiliates for reversing the FCC: (1) that the FCC has no statutory authority to issue such an order; (2) that the order is an unreasonable exercise of FCC rulemaking authority; (3) that the FCC is not justified in requiring "divestment" of existing contractual rights.

Legality ▪ The established legality of the FCC's right to issue its chain broadcasting regulations of several years ago is adequate to cover the present order, the court said, and it can find no error in the FCC's conclusion that the networks' dual role in representing affiliates for sales of both non-network time and network time enables them to restrain competition between network and national spot tv in a way which can restrict the affiliate's freedom and independence of action.

The court said it need not consider whether a mere "potential" evil is involved, "for it is settled that practices which present realistic dangers of competitive restraint are a proper consideration" for the FCC.

The FCC, the court said, considered and rejected alternatives, suggested by NBC and the four affiliates, on the ground they would require too much supervision, too regularly; that the hardships of divestiture are outweighed by the public interest in the FCC's remedial rulemaking.

Appealing with NBC were KOA-TV Denver, WAVE-TV Louisville, KSD-TV St. Louis and WRGB (TV) Schenectady.

Concurring in the opinion written by Judge David L. Bazelon were Judge George T. Washington, a member of the court, and Orie L. Phillips, senior U. S. judge for the Tenth Circuit.

NO ONE ELSE
CAN MAKE THAT
STATEMENT!
... JUST US!
of all the
TV stations
in the Pacific
Northwest
only KTNT-TV
includes all
5 cities* in its
"A" contour
*SEATTLE TACOMA EVERETT
BREMERTON OLYMPIA
Before you buy television
in the Pacific Northwest,
consider this one basic fact: Only KTNT-TV in
this area includes five major cities of Western
Washington within its "A" contour, and KTNT-
TV's tower is ideally located to beam a clear
signal to all of this major market.
Ask your WEED TELEVISION man about dozens
of other reasons you should include KTNT-TV
in your advertising plans.
KTNT TV
CHANNEL 11
CBS for Seattle, Tacoma
and Puget Sound area
Studios in Seattle and Tacoma

NASA, FCC reach accord on space

A "memorandum of understanding" between the National Aeronautics & Space Administration and the FCC, designed to coordinate their respective responsibilities in civil space communications, was released last week.

The joint NASA-FCC announcement was made following lengthy discussion between the two agencies (CLOSED CIRCUIT, Feb. 27). Among others, they agreed upon the following policy guidelines: (1) the earliest practicable realization of a commercially operable communication satellite system is a national objective; (2) this can be accomplished through joint action by government and private enterprise; (3) private enterprise should be encouraged to undertake development and utilization of satellite communications systems.

NASA and FCC also promised to work for international cooperation in the field and to use existing inter-agency organizations to coordinate assignment of frequencies necessary to support research and development.

NAB seeks court permit for rehearing film case

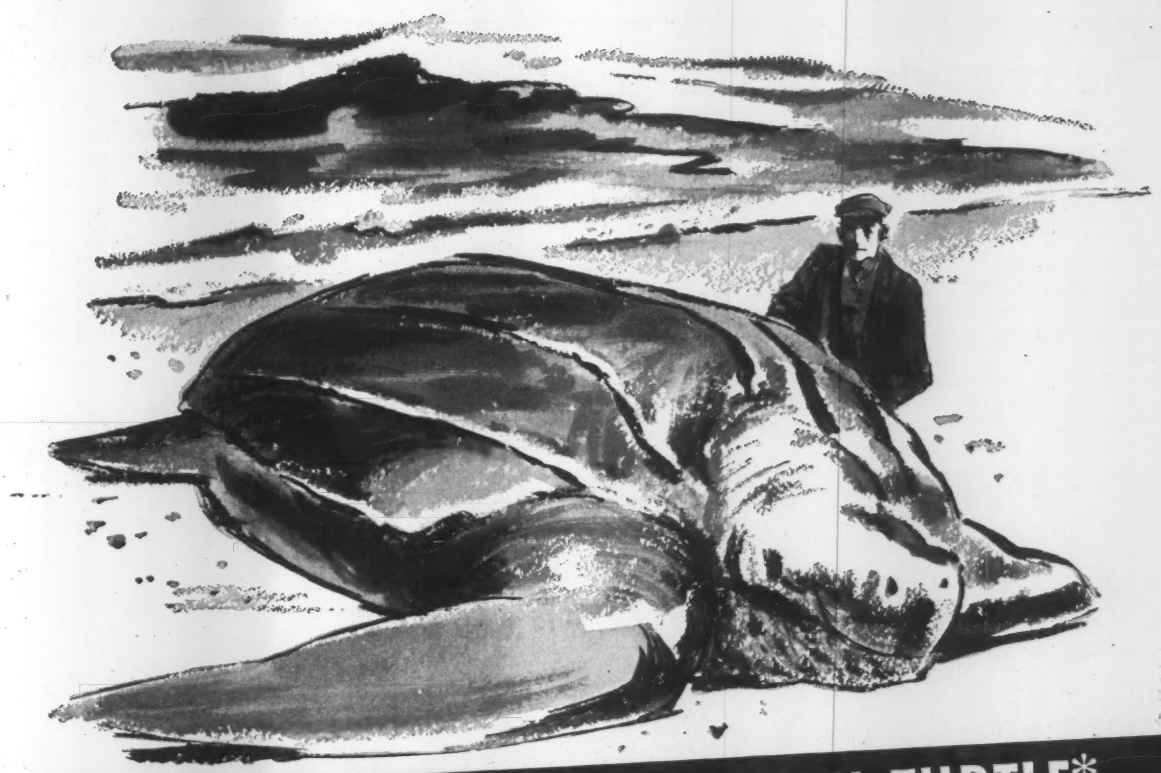
NAB asked the U. S. Supreme Court last week for permission to join a rehearing petition by Times Film Corp. in the court's ruling which upholds prescreening of motion pictures to be shown in Chicago theatres. Under the terms of the decision (BROADCASTING, Jan. 30), all media face problems of censorship.

NAB proposed to argue that such a censorship method would be difficult to limit to films.

The trade association also contended it might lead to violations of the basic fundamental right of freedom of speech under the First Amendment to the Constitution.

"While the majority of the court would limit the effect of the decision to motion pictures," NAB said, "no justification is made for treating movies differently than other vehicles used for the dissemination of ideas and information."

NAB contended the sole question "is not whether there exists an inherent right to show all motion pictures at least once, no matter how obscene or inflammatory their content might be, but whether any city may require all motion picture exhibitors to submit all films for licensing and censorship prior to public exhibition. Unless a reasonable basis can be found for distinguishing movies from other media, equal protection of laws would seem to give validity to like censorship schemes for



YOU MAY NEVER SEE A 2-TON TURTLE*—

BUT... You'll See BIG Things Happen In Kalamazoo-Grand Rapids When WKZO-TV Carries Your Message!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
October 17-November 13, 1960

Quarter Hours in Which Stations Deliver Most Homes				
	No. of Quarter Hours		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
7:30 a.m.-Noon	55	25	68.7%	31.3%
Noon-6 p.m.	70	50	58 %	42 %
Sun. thru Sat.				
6 p.m.-9 p.m.	72	12	85.6%	14.4%
9 p.m.-Sign off	110	3	97.3%	2.7%

**Rare leatherback turtles have weighed up to 1,902 lbs. and grown to 9 feet in length.*

WKZO-TV is, and has always been, the biggest thing in television in Kalamazoo-Grand Rapids and Greater Western Michigan.

NSI (see left) proves that no other station reaches as many homes in this area as frequently as WKZO-TV! But the size and growth record of the market makes WKZO-TV's position even more important. For example, between now and 1965 Kalamazoo *alone* is predicted to grow faster, in terms of personal income and retail sales, than any other U. S. city (source: Sales Management Survey—July 10, 1960).

Put the solid push behind your product that only WKZO-TV can give in Kalamazoo-Grand Rapids. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule!*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

The changing of the guard at the FCC

The New Frontier officially took command of the FCC last Thursday (March 2) when Newton N. Minow of Chicago was sworn is as a member and chairman. The ceremony, held in the 160-seat commission meeting room, was attended by an estimated crowd of 350 with every available standing space filled. It was described by veteran FCC information chief George Gillingham as the largest audience ever to witness a swearing-in ceremony.

Mr. Minow, 35-years-old, is the second youngest man ever to serve both on the commission and as its chairman. He has been confirmed by the Senate for a term ending June 30 and a subsequent full seven-year term running until June 30, 1968.

Charles H. King of Detroit (see story, page 70) left the commission to make room for Mr. Minow. Mr. King had been serving since July under a recess appointment. Mr. Minow succeeded Frederick W. Ford as chairman with the latter remaining as a member of the agency.

Supreme Court Justice William O. Douglas swore Chairman Minow in. Justice Douglas said that his outstanding abilities were well known to the high tribunal from Chairman Minow's service in 1951 as clerk to then Chief Justice Fred M. Vinson.

Chairman Minow went to work immediately after taking the oath to prepare himself for three oral arguments before the commission *en banc* Friday, at which he presided as FCC chairman for the first time.

Immediately after being sworn in as chairman of the FCC, Newton N. Minow (r above) receives the congratulations of (l to r) Rep. Peter Mack (D-Ill.), Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, and Supreme Court Justice William O. Douglas, who administered the oath to Chairman Minow. Almost immediately, also, the FCC chairman made a date to meet with the Commerce Committee chairman in the immediate future to discuss broadcasting problems of mutual interest.

On the right, Chairman Minow whispers to his wife, Mrs. Josephine Minow, while waiting to receive congratulations from others in the record audience.

newspapers, books, magazines, radio and television."

The widespread concern caused by the Supreme Court's decision was evident also in the number of *amicus curiae* filings on the motion for rehearing. In addition to the NAB document, similar pleadings were submitted by: Book Publishers Council of America, *Playboy Magazine*, Motion Picture Assn. of America, Authors League of America, American Society of Magazine Photographers and the Society of Magazine Writers.

The FCC last week...

■ Granted an extension of time for comments on a new proposal on pay-offs, drop-outs and mergers (BROADCASTING, Feb. 27). Comments due originally Feb. 20 will be accepted until March 13; replies deadline is moved from March 7 to March 28. The extension was requested by the Federal Communications Bar Assn., which stated it had been electing new officers at the time comments were originally due.

■ Amended its rules to exempt tv translator stations from certain of its requirements dealing with published notice of amendment of existing facilities or applications for new ones. A new subsection was added to FCC rules to apply to low-powered translators, relaxing requirements on the number of times published notification must appear. In any case, if no publication of general circulation is available in the area applied for, the applicant can post notice in the local post office or other public place, the rules say.

■ Extended indefinitely the effective date of rules requiring tv stations to have type-approved frequency and modulation monitors at the station whenever the transmitter is in operation. The deadline for compliance had been extended several times in the past with last week's action cancelling a Feb. 28 deadline. The commission noted that rulemaking now is underway which would eliminate the requirement for type-approved monitors with comments due March 23.

■ Received a petition from National Telefilm Assoc. asking that its application for a new tv station on ch. 12 in Wilmington, Del., be dismissed. NTA said that it had decided to sell is broadcast properties (WNTA-AM-FM-TV New York) and to concentrate on the development and distribution of tv programs. Other applicants for ch. 12 include Rollins Broadcasting Co., educational WHYY Inc., Metropolitan Broadcasting Co. and Wilmington Tv Inc. A prehearing conference has been scheduled for Wednesday (March 8).

they like

talk

in Detroit

(and fine music, too)

We were sure of it all along—and now Nielsen confirms it! WWJ's four-hour week night block of good talk and fine music attracts more listeners than any other programming in the time period.*

HOUR OF INFORMATION

6:00 ..... WWJ News—Dick Westerkamp
6:15 ..... Sports—Budd Lynch
6:25 ..... Our Changing World—Earl Nightingale
6:30 ..... Business News—Britton Temby
6:40 ..... Weather—Sonny Eliot
6:45 ..... Three Star Extra—Ray Henle

PHONE—OPINION

7:05 ..... Following NBC News on the Hour, Bob Maxwell presides over WWJ's open forum of the air, literally the talk of the town.

FAYE ELIZABETH

8:30 ..... Detroit's First Lady of Fine Music provides the finishing touch with a feast of melodic masterpieces.

Here's the programming, the audience, the station that spell exceptional sales opportunities. Call your PGW Colonel or your WWJ-Radio local sales representative for availabilities.

**Source: Nielsen Station Index, Detroit, November-December 1960*

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

RADIO-TV'S CAMPAIGN BEHAVIOR

FCC final report indicates broadcasters toed the line

The FCC last week issued its report on the effects of last year's temporary suspension of the equal-time provision of the Communications Act.

For the most part an elaboration of the preliminary statement it gave the Senate Communications Subcommttee last month (BROADCASTING, Feb. 6), the report indicated that broadcasters behaved responsibly with the freedom given them to cover the presidential and vice presidential campaigns.

However, it did offer two suggestions in the event Congress decides to make the temporary suspension permanent. It said new legislation should provide for the eventuality that a presidential or vice presidential candidate might also be running for another office at the same time.

The Johnson Case ▪ The report noted that the then Sen. Lyndon Johnson, while a candidate for vice president, was also seeking reelection to the Senate. As a result, after he had appeared on a number of network programs, his Republican opponent in the Senate race requested "equal opportunities" of the Texas stations on which Sen. Johnson had appeared. This issue was never resolved, the commission said.

The second suggestion calls for a clearer definition of word "nominees." Since the resolution suspending the equal-time provision refers to "nominees" for president and vice president, the commission noted, "it can be argued that the appearance of an independent candidate or one who is not nominated at a convention . . . does not come within the provisions of the resolution."

The report was based on replies to questionnaires sent to the networks and some 5,000 stations requesting information on political broadcasts during the presidential and vice presidential campaign.

While the report satisfies the congressional request incorporated in the resolution suspending the equal-time provision, the FCC said there would be more to come.

It said it is working on a state-by-state breakdown of activities of am, fm, and tv stations in political broadcasting (sustaining and paid). The study includes the appearances of candidates for five offices selected for study—president, vice president, senator, representative and governor. This report is expected early next month, according to the FCC.

Stepping-down memento

Commissioner Robert T. Bartley (l) presents an historic gavel to Frederick W. Ford as the latter conducted his last meeting Wednesday (March 1) as chairman of the FCC. The next day, Chairman Ford was replaced by Newton N. Minow (see page 74) and reverted to the status of commissioner. The gavel was made from the "Washington Elm Tree," which tradition tells was planted on the grounds of the U. S. Capitol in 1798 by President George Washington. The gavel was presented to Commissioner Bartley in 1949.

WJPB-TV transfer hit by Broadcast Bureau

The FCC's Broadcast Bureau last week took a strong stand against a hearing examiner's decision affirming the transfer of 50% of WJPB-TV Weston, W. Va. (BROADCASTING, Dec. 19, 1960). The bureau argued that there had been an unauthorized transfer and that J. P. Beacom, 100% owner of WJPB-TV, and Thomas P. Johnson, who purchased 45%, were guilty of deliberate concealment of facts to the commission.

Mr. Beacom received the Weston ch. 5 grant Nov. 4, 1959, following a stock option agreement between his WJPB-TV Inc. and a competing applicant, Telecasting Inc. (dark ch. 22 WENS [TV] Pittsburgh). In return for the withdrawal of Telecasting, WJPB-TV granted a three year option in May 1959 for Telecasting to purchase 50% of the remaining applicant. Two weeks after the grant, Mr. Johnson, majority owner of Telecasting, contracted to purchase 45% of the Weston station and George W. Eby, another Telecasting stockholder, 5%. Mr. Beacom retained 50%.

An application effecting these changes was filed in January 1960 and it was granted without hearing Feb. 17, 1960. WBOY-TV Clarksburg, W. Va., protested and the approval was postponed and set for hearing last April.

The Broadcast Bureau, in filing exceptions to the December decision affirming the Beacom-Johnson-Eby transaction, said that "affirmative acts on the part of Johnson reveal at least *de facto* working negative control of WJPB-TV . . ." and also that he assumed control of Telecasting without approval.

On or before Nov. 15, 1958, the bureau said, Mr. Johnson's interest in Telecasting had increased from 27.3% to 52.5% and on Nov. 28 the same year to 60% without disclosure to the commission until 16 months later—after the WJPB-TV transaction had been approved. Also, the bureau charged, Mr. Johnson became board chairman and treasurer of WJPB-TV on Nov. 30, 1959, loaned the station some $125,000 and assumed control without FCC approval. This control was exerted, among other ways, by requiring Mr. Johnson's signature on WJPB-TV checks, it was asserted.

The Bureau charged that Mr. Johnson is ". . . guilty of deliberate procrastination" and that if ". . . self-serving statements of the interested parties as to what they thought or believed Johnson's position was in the permittee [are] given the weight they deserve . . . the conclusion is inescapable that Beacom and Johnson were guilty of an unauthorized transfer of control and that misrepresentations were made to the commission."

Mr. Beacom was accused by the bureau of "deliberate concealment of facts to this commission" in a Dec. 2, 1959, WJPB-TV ownership report which listed him as 100% owner and which did not reveal loans received from Mr. Johnson.

SEC charges Guild Films failed to show true facts

Another nail was driven into the coffin of Guild Films last week by the Securities & Exchange Commission. The tv film company, recently declared bankrupt by a New York judge (BROADCASTING, Jan. 9), was cited for stop-order proceedings on a registration statement for 17,664,891 shares of common stock filed last May.

The commission charged that Guild had failed to disclose its bankruptcy proceedings; that it gave conditions of a stock exchange for various corporations constituting the Vic Taney Gymnasium system which had been voided at the time and that the company's financial statements "were not certified, as required, and . . . were not prepared in accordance with generally accepted principles and practices."

Daniel Glass is serving as trustee of the defunct company. The SEC does not expect its stop order to be contested, a spokesman said.

Salinger sets rules for news conferences

White House News Secretary Pierre Salinger last week indicated consideration had been given to stationing watchers in the tv network rooms where Wednesday's presidential news conference was taped. The purpose would have been to guard against premature use of any information.

He said spokesmen for some other media had expressed fear that the networks might make unauthorized use of their tapes or that an employe might get a tip with which he could make a stock market "killing" before the conference ended.

Mr. Salinger, however, said he was willing to trust the networks to abide by the ground rules laid down in advance of the conference.

These prohibited live radio or tv coverage. But they permitted the networks to tape the conference in New York headquarters for use at its conclusion. In addition, newspaper and wire service reporters were not allowed to file stories before the end of the conference.

Mr. Salinger said these rules might be changed in the future but that they would be permanent for presidential news conferences not carried live.

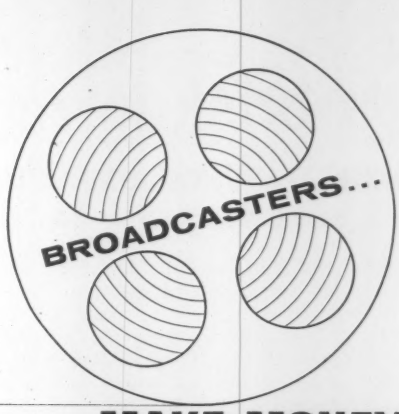
While he said he trusted the networks, Mr. Salinger added that he would confer with network representatives about the possibility of installing taping equipment in the State Dept. building where the news conferences are held.

Stations criticize NBC's JFK conference edicts

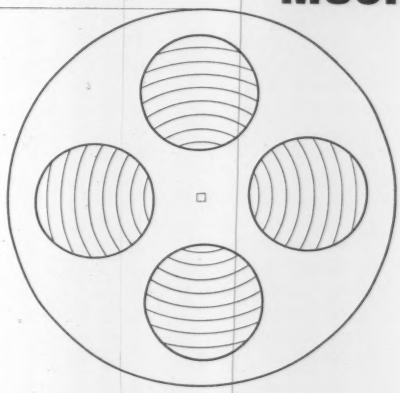
Five New York radio stations (all independents) criticized NBC Radio last week for alleged "arbitrary handling" of the pooled coverage of President Kennedy's Wednesday (March 1) morning news conference. NBC, the pool representative for radio, told the independents they would be provided with tapes of the conference on condition they give NBC on-the-air credit, refrain from using tapes until after NBC had begun its conference broadcast, and discontinue editing or airing excerpts.

News editors from WNYC, WMGM, WINS, WMCA and WNEW, all independents, met last week and appeared ready to lodge an official protest with both the network and the White House. They labelled NBC's actions as "unprecedented" and "unwarranted." Later NBC suspended the no-editing, no-excerpts ban but declined to offer a similar guarantee for the future.

According to an NBC spokesman, "new ground rules" imposed by the White House last week were mainly responsible for the dispute.



$ MAKE MONEY WITH "MOTIVATIONAL" MUSIC!



Here's a supplementary station service that's proving a real asset to broadcasters:

It's the transmission of Magne-Tronics taped "motivational" background music — to restaurants... supermarkets... industrial plants... hotels... offices, etc.

It's a service that fits ideally into radio station operations. It's been perfected for FM Multiplexing and/or wired line transmission.

TOP QUALITY MUSIC "Motivational" music by Magne-Tronics is performed by "name" talent from both sides of the Atlantic. Over 5,000 sparkling selections... some 500 new numbers every year. All fully authorized, cleared and licensed.

EXCLUSIVE FRANCHISES STILL AVAILABLE Magne-Tronics "motivational" music is now heard with pleasure and profit in more than 80 markets — from Boston to Brownsville... from Washington to Waikiki. Choice territories are still open — and every open market is an opportunity for greater station profit. Write today for full details.

First refusal rights to qualified stations wishing to explore this opportunity. No obligation, of course.

Be sure to look into the Magne-Tronics music service for "automated" radio programming. Priced to meet economy-minded budgets.

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"motivational" music that makes money / 49 WEST 45th STREET, NEW YORK 36, N.Y.

Market's brisk in movie imports for tv

INTERCONTINENTAL TV, COLUMBIA INTERNATIONAL JOIN DISTRIBUTORS

Officials of Intercontinental Television Corp. and Columbia Pictures International were busily at work at their New York offices last week on projects that will bring new dubbed foreign feature films to U. S. television screens this spring and summer.

Intercontinental and Columbia International are the most recent of a growing number of tv distributors which regard the film import-to-tv mart as an expanding one ripe for further development. What is significant is that both Intercontinental and Columbia International are affiliated with the "blue chips" of the motion picture field—the Walter Reade Theatres and Columbia Pictures Corp., respectively. In the past, the television import business has been dominated by smaller organizations.

Foreign features on television are not new. Eight years ago, Jules Weill, then with Specialty Films, pioneered the sale of Italian, French and other foreign films. But these were exposed largely in metropolitan markets and often were carried in fringe time periods. An associate of Mr. Weill, now with Colorama Features, New York, points out that the field is broadening each year and will become even more attractive to tv stations when foreign color films become available. He reported that Mr. Weill returned recently from Europe and is formulating plans to import about 100 color features. He observed: "These should be salable. Remember, not too many color features have been made in the U. S. in recent years."

Sig Shore, an ex-tv distributor and currently a partner in Valiant Films, New York, which distributes feature films theatrically, believes the present interest in imported motion pictures gained impetus when WRCA-TV (now WNBC-TV) New York bought a group including "Anna," "Bitter Rice," "Mr. Hulot's Holiday," "Gold of Naples" and "Rififi" for the station's highly-rated *Movie Four* program on Saturday night about four years ago. The favorable reaction, he said, generated such interest that he sold the package in more than 60 markets, including such so-called "Bible Belt" areas as Nashville and Memphis. Many of the stations, he continued, slotted the features in popular feature-film time periods and garnered highly satisfactory ratings.

Sex and Violence ▪ Mr. Shore, who then was president of Video Artists Inc., noted there is still some resistance to foreign features by certain station operators who equate them solely with "sex and violence." He contended this is "not at all necessarily so" and explained that the themes of these films often may be "adult and serious and sometimes controversial." His company assigned the rights of many of his features to Flamingo Telefilm Sales. Mr. Shore added: "The producer statements I receive indicate that these films are still making a nice piece of change on tv."

Broadcast Information Bureau, New York, a tv film service organization, reports there are almost 900 foreign features available to stations, but it is estimated that perhaps only one-half of these are appropriate for tv because of the "star" names in the casts. Among the reasons cited by distributors for the growing popularity of film imports are these:

▪ Among the box-office draws of today, particularly on the distaff side, are such names as Brigitte Bardot, Gina Lollobrigidia, Anna Magnani, Maria Schell, May Britt, Simone Signoret, Yves Montand, Rossano Brazzi, Curt Jurgens and others. This has resulted in a built-in "box-office" appeal for films in which they appear.

▪ Foreign producers are making more films than ever, and many of these are obtaining satisfactory reception, both in art theatres and in conventional movie houses. This circumstance has carry-over value in tv.

▪ The dubbing of such features with American voices has made them, on the whole, more acceptable to tv audiences, although admittedly some station operators won't show dubbed films, claiming the technique increases "artificiality."

The most active distributors in the field are: Flamingo Telefilm Sales, which is offering three packages, totaling about 150 features (French, Italian, German and British)—its "Imperial Package" has been sold in almost 100 markets during 1½ years; United Artists Assoc., which recently took over the distribution of 62 features from Lopert Films, and is handling their sale in 50 markets (British and Italian); Columbia Pictures International which is offering 17 films (Japanese, French, Italian and Portuguese), and has sold its "International Awards" package in five markets, pending completion of dubbing and prior to tv release; trans-Lux Tv, which is selling six features, and has sold them in 40 markets (French, British, Italian); Governor Television, which distributes about 100 British films; Programs for Television Inc., which has 38 British features on its list; ABC Films Inc., which has more

Distributors say foreign films are "easily exploitable." Here's how WBAP-TV Fort Worth helped promote Flamingo Telefilm Sales' release, "The Sheep Has 5 Legs," starring Fernandel. Display is at entrance to station.

Ho! Ho! Ho! By George Magoo... You've Done It Again

© UPA PICTURES, INC. 1961

NEW YORK (WNEW) rating increase over replaced show . . . TRIPLED
CHICAGO (WGN) rating increase over replaced show . . . QUADRUPLED
LOS ANGELES (KTTV) rating increase over replaced show . . . DOUBLED

AND EVEN MORE IMPORTANT!
SRO ON SPONSOR SPOTS

OVER
82 MARKETS
SOLD
IN JUST
90 DAYS

YOU'LL MAKE MORE MONEY EVERY DAY IN THE YEAR WITH MAGOO ON TELEVISION

NOW FROM THE SAME PRODUCER

THE EXCITING CARTOON SERIES

THE DICK TRACY SHOW

130 FIVE MINUTE ACTION-PACKED
BRAND-NEW TELEVISION CARTOONS

THE FAMED COMIC STRIP CRIME FIGHTER
WITH MOST OF THE WELL KNOWN VILLAINS;
FLATTOP, B-B EYES, PRUNEFACE, THE MOLE, ETC.

ANIMATED BY THE AWARD WINNING UPA STUDIO

To check availability in your market:

TELEVISION PERSONALITIES, INC.

Alvin E. Unger 527 Madison Ave.
PLaza 2-3630 New York 22, N.Y.

than 100 British features, produced by J. Arthur Rank, and sold in 75 to 100 markets, depending on the packages.

Intercontinental's initial release of 13 this spring will be augmented at six-month intervals by two additional packages of 13 each. A Columbia International spokesman said the first offering of 17 features may be expanded by adding others in which Columbia is a co-producer with foreign film-makers, but this determination will not be made until reaction to the first release is analyzed. Colorama Features hopes to bring in as many as 100 additional features over the next few years, an official said.

Anti-Foreign ▪ The grass is not all green in the foreign features field, however. Some station operators—and this group includes some in metropolitan areas as well as in the "Bible Belt"—are still resisting the foreign invasion.

They base their reluctance on several factors: (1) they don't think their audience or advertisers will like them; (2) they feel that many are in "poor taste" and require sharp editing; (3) they feel there is an abundance of satisfactory domestic films they would prefer to use; (4) they could not fit them into their schedule even if they wanted foreign features, particularly if they are a network affiliate in a two- or three-station market, and (5) they don't like dubbed pictures on tv.

Ira Gottlieb, president of Flamingo Telefilm Sales, whose company has been a leader in the field, challenges some of these claims, but says he would be delighted with audience and advertiser response if the films were given an opportunity. He acknowledges there has been "poorer acceptance" in the South but claims that where imports have played (Atlanta, Miami, Orlando, Louisville and New Orleans), the results have been "highly satisfactory." A cross-section of the markets in which Flamingo films have appeared includes such non-metropolitan cities as Sedalia, Mo.; Great Falls, Mont., Flint, Grand Rapids and Lansing, Mich.; Boise, Idaho and Cedar Rapids and Mason City, Iowa.

He does not consider censorship a "real problem." Films that have received a "C" rating (condemned for all audiences) by the Catholic Legion of Decency are not handled by Flamingo, according to Mr. Gottlieb. (Other distributors also apply this yardstick.) Then, too, Flamingo itself edits out questionable footage, and the stations have the prerogative to "scissor out" scenes they consider objectionable.

He challenges the view that foreign films cannot compete effectively with domestic ones. He says he can cite chapter-and-verse the number of times that Flamingo films have out-rated U. S. movies. He concedes the two- or three-station market often can amount to a roadblock, but points out that foreign features, in these situations, must compete with all other non-network films.

On the all-important matter of price, Mr. Gottlieb says: "We get for our foreign films, all produced after 1950, the same price as an average pre-1948 American feature. And we think they are well worth the price!"

'GREAT MUSIC' SELLS

High-class tv music show gets discriminating viewers

It started out to be an "image campaign," strictly soft sell for Ehlers coffee. The northeast regional brand decided to sponsor *Great Music from Chicago* Sunday afternoons on WNTA-TV New York because it looked and sounded like something that would attract a discriminating viewer, the kind who ought to know about Ehlers' "shade grown, tree ripened, high mountain grown coffee."

Co-ordinated Marketing Agency, New York, placed the order last fall for Sundays, 6:30-7:30 p.m. EST on New York's ch. 13, beginning Oct. 16. Now in the second 13-week cycle with *Great Music from Chicago,* Co-ordinated has "a very happy client" and Ehlers has established something more than image. Sales in the New York area have climbed 15-20%. All other advertising —spot tv, newspaper, trade paper schedules—have been held fairly constant, Co-ordinated says, giving *Great Music* credit for the difference.

Three weeks after Ehlers debuted with *Great Music* in New York, the client scheduled the show on WHCT (TV) Hartford, Conn. Sales have not been tabulated in that territory, but mail is building from both markets. After a slow start, letters—unsolicited —have begun to crescendo. Ehlers had on hand 300 happy viewer messages after last week's count.

Sales reports from the field are showing "meteoric" progress, according to Michael Schwartz, creative director of Co-ordinated. The only rating that agency and client are looking at is the advertising/sales ratio, a very satisfactory one in this case and "the only criterion" in any case, Mr. Schwartz believes. "They're looking and they're buying."

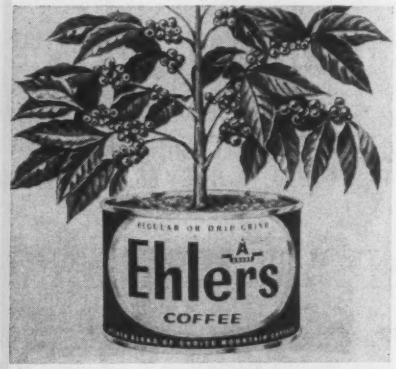
Great Music, a taped production of WGN Syndication Sales, Chicago, is promoted by Ehlers and stores with posters and showcards at points of sale. Also, stores print tune-in blurbs in their advertising.

The programs are built around the Chicago Symphony Orchestra but from that base they reach out to prove that *Great Music* can mean jazz or swing, as well as symphony, opera and other classical subheadings. Guest talent appearing with Fritz Reiner and the Chicago Symphony has included Count Basie, Woody Herman, Sarah Vaughan as well as the more august figures of Alfred Wallenstein, Sir Thomas Beecham, Arthur Fiedler and Andre Kostelanetz. The show has won the George Foster Peabody and other awards.

It is a program in good taste, the sponsor considers, and its reception is bearing out the judgment that went into buying the hour.

Commercials are integrated to fit the tone of the show, using a gently persuading voice over pictures of mountains, shade trees and the product.

The Brooklyn coffee company is a third-generation Ehlers family enterprise that distributes throughout the metropolitan New York market, New Jersey, Philadelphia and surrounding towns, the eastern half of New York State, Connecticut and Rhode Island. Between announcement campaigns and the hour programs, tv is taking about 30% of the Ehlers advertising budget currently.



The sound that sells Ehlers
Gentle-sell commercials are integrated

Desilu sues NTA, says tv residuals unpaid

Desilu Productions has filed five suits against National Telefilm Assoc. in Los Angeles Superior Court, one each against five tv series which Desilu produced and NTA distributes, and is contemplating a sixth for the remaining series of that kind.

Desilu seeks cash damages for residual payments which NTA allegedly agreed to make but has not, deferred production fees and the like, amounting to $12,268.99 for *This Is Alice,* $26,031.62 for *Sheriff of Cochise,* $105,956.69 for *U. S. Marshal,* $15,374.72 for *Official Detectives* and $16,702.81 for *Walter Winchell File.* The sixth complaint, if filed, would concern *Grand Jury* and would amount to approximately $1,400.

Desilu asserts that because of NTA's failure to live up to its agreement the

ORAS N

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

March 6-10, 13-15 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

March 6-10, 13-15 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

March 6-10, 13-15 (10:30-11 a.m.) **Play Your Hunch,** part.

March 6-10, 13-15 (11-11:30 a.m.) **The Price Is Right,** part.

March 6-10, 13-15 (12:30-12:55 p.m.) **It Could Be You,** part.

March 6-10, 13-15 (2-2:30 p.m.) **The Jan Murray Show,** part.

March 6-9, 13-15 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

March 8, 15 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

March 8, 15 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

March 10 (9-10 p.m.) **Sing Along With Mitch,** P. Ballatine through William Esty (Eastern U.S.) and co-op.

March 9 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

March 11 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

March 11 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

March 11 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

March 12 (6-6:30 p.m.) **Meet the Press,** co-op.

March 12 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

March 12 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

March 13-15 (12-12:30 p.m.) **Truth or Consequences,** part.

March 13-15 (3-3:30 p.m.) **Young Dr. Malone,** part.

March 13-15 (3:30-4 p.m.) **From These Roots,** part.

distribution rights to the tv series have reverted to Desilu and an injunction is asked for to stop NTA from making further sales of the programs. Nothing will be done to stop stations which have obtained the shows in good faith from broadcasting them, a Desilu spokesman said, but he reported that funds due NTA from certain stations for these and other properties have been attached.

Oliver A. Unger, board chairman-president of NTA, issued this statement: "We are in a dispute with Desilu and it will be litigated." He didn't expand on this.

Freedoms Foundation lists radio-tv awards

The Freedoms Foundation has announced 16 radio and 11 tv programs as winners of its annual awards. Ceremony took place Feb. 23 at the Valley Forge Military Academy. The radio winners:

Ray Starr, Jacksonville, Fla., and Boris Morros, New York (principal award), for series of five programs on various stations, *The Genius Who Walks on Eggs;* Allen Bradley Co., Milwaukee, for *Bob Siegrist News* on MBS; ABC-TV and National Council of Churches, for "Christianity and Communism" on *Pilgrimage* series; KLZ Denver, *Citizens by Choice* series; KMOX St. Louis, *A Case in Point* documentary; Military Personnel Procurement Div., Dept. of Army, for *Topics of Conversation* series on MBS; North American Air Defense Command, *Face to the Future* series on various stations; office of the chief of information, Dept. of Army, for "General Pershing Story" on *The Army Hour* on MBS; WBBM Chicago, *Songs of Our Politics* special program; WBT Charlotte, N. C., *Radio Moscow* series; WCAU Philadelphia and Temple U., for *Governments of Man* series; WFIL Philadelphia and Philadelphia Board of Education, for "Americana" on *WFIL Studio Schoolhouse;* WNHC New Haven, Conn., for series of anti-communist commercials; WSB Atlanta, for "Open Letter to Americans" special message; WTIC Hartford, *America Goes to the Polls* special series, and WVCG Coral Gables, Fla., for *America Is Words of Freedom —Deeds of Courage* series.

Tv Awards ▪ The principal tv award went to Lutheran Church—Missouri Synod, for "Trap of Freedom" from *This Is the Life* series on various stations. Other tv awards:

Equitable Life Assurance Society of the U. S., for "Not Without Honor" on NBC-TV's *American Heritage* series; KING-TV Seattle, for "The Living Constitution" special; KPIX (TV) San Francisco, for *Life in the Balance* series; KVTV (TV) Sioux City, Iowa, *The American Way* series; NBC-TV, for "U. S. Government" special on *Today* show; National Council of Catholic Men and NBC-TV, for "The War of Geoffrey Wilson" on *The Catholic Hour;* Southern Baptist Convention, "Bread on the Water" on *The Answer* series; WBRC-TV Birmingham, Ala., for "Annual Flag Raising Ceremony" special; WCAU-TV Philadelphia, for *The Gene London Program,* and WRCV Philadelphia, for 'Destiny of Freedom" special.

The foundation also conferred special leadership awards on Arthur Godfrey and Dave Garroway. Dr. Kenneth Wells, president of the foundation, presented Mr. Godfrey with the George Washington gold medal and honor plaque during a Feb. 23 broadcast of CBS Radio's *Arthur Godfrey Time.* Dr. Wells made a similar presentation to Mr. Garroway on the Feb. 22 telecast of *Dave Garroway Today Show.*

A Little Learning is a Dangerous Thing

But you're safe in the growing Greenville-Washington Market. Thirty Colleges and Universities and more than 350,000 students mean a lot of learning and a lot of buying power in this market dominated by WITN and WNCT. Consider that educated idea when you're planning your next campaign. Avails and details are yours for the asking.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

7 WITN Washington, N. C.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

Television's school of storm & stress

ROBERT DREW'S DOCUMENTARIES AIM AT PHOTOGRAPHIC REALISM

A new form of television picture journalism is bidding for attention in the field of public information programs. Leading the movement is Robert Drew, head of his own production company, Robert Drew Assoc., and executive producer of Bell & Howell's *Close-Up* series on ABC-TV.

"The Children Were Watching" documentary on school integration shows some things must go on, even in riot.

People under stress and a searching, pitiless camera are the substance and sinew of the experimental film technique used by the 37-year-old, former magazine writer and editor. In Mr. Drew's approach, the camera is the most important ingredient. His crew uses it somewhat in the way a doctor uses a surgical probe. Relying heavily on facial close-ups, the camera, in a typical Drew documentary searches for expressions that show how people on the scene are reacting to an event.

The basic theory behind his technique, according to Mr. Drew, is that "everywhere news is taking place, people are under stress." He and his team try to capture the dramatic structure of the story by using as few adornments as possible.

"I want to do shows that employ dramatic logic—where the story tells itself through pictures, not through word logic, lecture logic, written logic or interviews," Mr. Drew says.

Mr. Drew's methods are influenced by three commandments: "I'm determined to be there when the news happens. I'm determined to be as unobtrusive as possible. And I'm determined not to distort the situation."

Actually, though his crew is usually on the scene of a dramatic event as it happens, Mr. Drew does not reach the tv screen with his documentaries until an average eight weeks after the event. "Our process requires a considerable amount of skilled editing—it won't automatically work by itself." Mr. Drew says in explaining the lag between the filming and the actual presentation. "It needs time and an army of talented people."

Rarely Obtrusive ▪ The other two principles of the Drew operation are more effectively executed. The on-the-spot Drew production team, usually two film makers and two or three correspondents who also serve as cameramen, travels without fanfare and is rarely obtrusive. They work as much as possible with natural light, which sometimes gives their films a grainy texture, an effect that tends to add authenticity while heightening the dramatic expression of a scene.

Artificial lights, Mr. Drew feels, create a stage atmosphere and cause people to act. "At a picnic," he says, "a camera with a flash attachment starts people posing, staring at the camera.

Segregationist shouts her beliefs and cameraman catches facial distortion during New Orleans school troubles.

Pictures taken candid style, as people relax and enjoy themselves, will produce an altogether different record."

Mr. Drew's camera teams use standard but specially-adapted equipment on their documentary assignments. Among their implements are Swiss and German tape recorders of compact size, low lights (only if needed) and quiet, Orthicon cameras. For close-ups a zoom lens is used, which in the hands of Drew's cameramen is the ultimate photographic weapon.

The cameramen shoot miles of film for each *Close-Up* program (the average cost for a half-hour show reportedly is $40,000) and to Mr. Drew and his editors go the formidable task of cutting and piecing-together a coherent and potent film story. Occasionally, when a gap appears in the natural sequence of events, Mr. Drew will use outside footage.

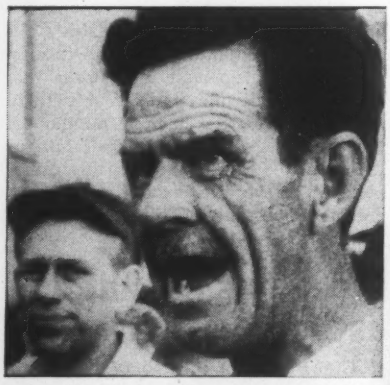
All of Mr. Drew's work is with film, a medium which just about everybody has used from the very beginning of tv—but it's his new approach to film's use that has caused a stir in the industry.

Though his films employ a narrator, the commentary is in stacatto style, terse and dramatic, almost like a caption for a magazine photograph. The voice of the narrator, Joseph Julian, who has narrated all the *Close-Up* programs to date, is low-keyed. Mr. Julian disdains the "voice of doom" approach popularized in the *March of Time* filmed series of the 1930s and still widely copied.

In sticking to his avowed principle of not distorting a situation, Mr. Drew's interviewers are for the most part not seen. Even their questions are sometimes not heard by the viewer. From Mr. Drew's point of view, the questions are seldom as important as the answers, and reporters covering the news are secondary to the people making the news —the people thrown into dramatic situations.

Behind Doors ▪ Gaining entree behind doors usually barred is one of Robert Drew's most vital and "secretive" accomplishments. He does it, apparently, by keeping the camera and microphone hidden as much as possible and by persuading people on a person-to-person basis that exposure will not hurt them.

The three *Close-Up* programs already televised ("Yanqui, No!," "X-Pilot" and "The Children Were Watching") all of which received relatively



One citizen threatens to get his shotgun and "shoot a few niggers" as camera grinds away outside school.

favorable reception, have explored widespread subjects. "Yanqui, No!," shown Dec. 7, 1960, was a film editorial on anti-American developments in Venezuela and Cuba as seen by the people native to those countries. "X-Pilot," televised last Feb. 6, differed from the other projects in that it was a pure action story rather than a dramatic one. In the film an attempt was made to let the audience know how it might feel to be strapped in the cockpit of the Air Force's first manned, rocket-powered aircraft, the X-15. In "The Children Were Watching," Mr. Drew again allowed his audience to participate in his story. His message: what it's like to be a six-year-old Negro girl attending the first integrated school in New Orleans. Whatever else the *Close-Up* programs have been, they have all been hard-hitting documents, sometimes stepping on the toes of some viewers.

Mr. Drew is not entirely satisfied with his efforts. He has had soundtrack problems. Filming on the run, amid raging mobs or in competition with roaring rocket engines, have made the audio portions of his programs undecipherable in spots. Mr. Drew calls this poor sound "an agonizing, calculated sacrifice." His group, he says, has come "a long, long way" with sound technique and some day soon hopes to develop a clearer sound track. Right now, Mr. Drew claims, the sound not only is "servicable," but often in the mood of the story.

Oddly enough, Mr. Drew, who's really only been in tv 2½ years, is not a cameraman himself. He was born in Toledo, Ohio, grew up and went to school in Port Thomas, Ky., eventually enlisted in the Air Force and afterward joined the staff of *Life* magazine. As a picture journalist there, Bob Drew developed an interest in photography while working with cameramen.

Early Failure ▪ In 1953 NBC asked him to do a halfhour tv news show, produced in the candid *Life* manner. He made a pilot film called "Key Picture," but it got nowhere. He wanted to develop a technique to make a news show interesting for prime time viewing. He kept asking himself over and over, "What do you do for prime time?"

In 1954 he won a Nieman Fellowship to study American History for a year at Harvard and spent much of the time thinking about his problem.

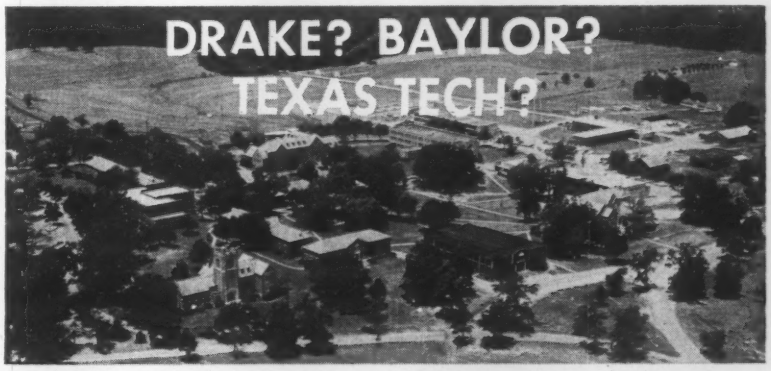
After Harvard, Mr. Drew returned to *Life* and arranged with the publisher to produce films in conjunction with stories appearing in the magazine. As part of this assignment he did a film on weightlessness, segments of which were shown on the *Ed Sullivan show* (CBS-TV) at the same time the story appeared in *Life*. He also made films on bull fights and balloon flights which

Teen-age girl watches fearfully through window as crowd menaces her white, integrationist mother.

were shown on NBC-TV's *Jack Paar* and *Dave Garroway* shows, respectively, during the same months *Life* ran similar stories.

By this time he had proved his approach to "documentaries" was of interest to prime time audiences and in January 1960 he went to work for the broadcast division of Time Inc. He made several shows that were shown on the Time Inc. tv stations (KLZ-AM-TV Denver, WTCN-AM-TV Minneapolis, WFBM-AM-TV Indianapolis and WOOD-AM-TV Grand Rapids, Mich.), including one on Sen. Kennedy's election primary campaign in Wisconsin and another on the Memorial Day speed races in Indianapolis. His work during this period showed such programs could be marketed and ABC became interested (BROADCASTING, Nov. 20, 1960). The network signed an agreement with Time Inc. to co-produce four hours of documentaries for the *Close-Up* series, the contract on which Mr. Drew is currently working. It was not long afterward that John Daly, vice president in charge of news and public affairs, resigned from ABC. At the time, Mr. Daly indicated he objected to ABC's decision because it challenged his authority and violated his belief that news and public affairs shows should be produced by the network only.

Mr. Drew claims ABC's arrangement with Time Inc. came after Mr. Daly left the network, although negotiations started while Mr. Daly was still in office. In any case he feels the so-called farming out of news programs is a matter of semantics. Networks, he says, "farm out" shows to their information divisions and often some of these employes are not as close as he is to network operations. "There is no such thing as 'in or out'," he asserts. "Networks have to satisfy themselves that the people working with them on these



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Aerial view of Arkansas A & M, Monticello, Arkansas, one of nine 4-year colleges located in KNOE's coverage area.

shows are journalists—that's the important thing."

New Unit ▪ Last month, Mr. Drew, who until that time was still a salaried employe of Time Inc., formed his own production company, Robert Drew Assoc. with offices in New York's Time & Life Building. Time Inc., however, still finances him and he is still obligated to the company, though he holds a financial interest. (Time Inc. is his selling agent and retains future rights.) Robert Drew Associates' services are not "exclusive" with either ABC-TV nor Bell & Howell, though, of course, the reverse is true for the *Close-Up* series.

For the future, Robert Drew, who has three children and lives in Darien, Conn., would like to do a series of shows in prime time on a regular weekly basis "that will tell people what's going on in a manner they can't get any other way." In his thinking, the networks are ready for such a series.

Mr. Drew has three more programs to go in his *Close-Up* series. His next show, scheduled for March 28, will spend an hour's time examining the Kennedy administration.

NBC Radio's 'Monitor' gets spring revamp

NBC Radio's weekend program service, *Monitor*, is undergoing drastic changes, including the dropping of the Friday night portion and an increase in emphasis on news and show business personalities' segments. The changes will take effect on Saturday (March 11).

Additions to the program service's line-up, according to William K. McDaniel, executive vice president in charge of NBC Radio, will be Betty Furness, Hugh Downs, Dave Garroway, Wayne Howell, Lindsey Nelson, Mel Allen, Bert Parks and Gene Rayburn, who will serve as hosts for a series of features covering comedy, news, sports, music and special remote broadcasts from all over the world. Current performers who will continue on *Monitor* include Mike Nichols and Elaine May, Bob Hope, and Bob and Ray.

A new feature, "Ring Around the World," will consist of 10 five-minute commentaries per weekend on world developments from NBC Correspondents. Another new segment will be "Weekend Report," a 25-minute study-in-depth by various staffers of significant news stories of the preceding week. Current features that will be continued include Wilma Soss' "Pocketbook News," Bob Considine's "On the Line," Dorothy Gordon's "Youth Forum," and religious programming, specials and sports events segments.

The new schedule will consist of five three-hour blocks per weekend as follows: Saturday—9 a.m.-noon, 3-6 p.m. and 7:30-10:30 p.m.; Sunday—3-6 p.m., 7-10 p.m. The Friday night schedule will end this week.

The changes will place more reliance on NBC personnel and reduce the output provided in the past by freelance newsmen. Mr. McDaniel, explained the *Monitor* staff has been bolstered by the addition of a special music coordinator and a script supervisor, and by provision for a separate production team for each of the five weekend segments.

WBC expands into program production field

WILL MAKE TV AND RADIO SHOWS FOR OWNED STATIONS

Westinghouse Broadcasting Co., New York, is announcing today (March 6) the formation of WBC Productions Inc., a company that will produce radio and tv programs for the 11 WBC stations and for syndication to other outlets.

The first project of WBC Productions will be two nighttime tv series—a 60-minute show originating from New York and a 30-minute program from San Francisco. Details will be announced shortly. They are scheduled to be run back-to-back in a 90-minute time period Monday-through-Friday. They will be taped for showing on the five WBC tv stations (KYW-TV Cleveland, WJZ-TV Baltimore, WBZ-TV Boston, KDKA-TV Pittsburgh and KPIX [TV] San Francisco) and will be offered via syndication to other outlets throughout the country. The program reportedly will be slotted in a time period opposite NBC-TV's *Jack Paar Show*.

Ben Park, who has been president of the production company of Mills-Park-Milford, New York, has been appointed executive producer of WBC Productions. For several years, he was director of public affairs for NBC. Others named to the staff of the new production company are William Peters, associate producer; Roger W. Murphy, production manager; Marlene Sanders, research director and Marvin David, writer.

Donald H. McGannon, president of Westinghouse Broadcasting Co., said the purpose of WBC Productions is to "evolve a wide range of new and exciting concepts." He added that the company's programming eventually will include "everything from pure diversion to public affairs and public service, and all first-rate entertainment."

In addition to station ownership and its new production outfit, WBC also owns AM Radio Sales and Television Advertising Representatives (TvAR), representation firms for Westinghouse-owned stations.

IT'S ALL ON RADIO

KLIF, KMOX, WSB describe their own program variations

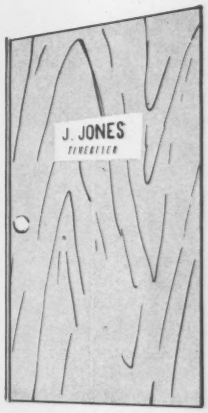
It isn't only music-and-news in radio today. Down in Dallas the accent is on news. In St. Louis it's all talk in afternoon blocks. In Atlanta there's a varied sound that even offers some old-time radio programs.

New York's Radio & Television Executives Society heard some of the trendsetting sounds at last months roundtable luncheon, moderated by Albert B. Shepard, sales manager of Select Stations Representatives, New York. These station men had a chance to pitch a select business audience after sample tapes were played during lunch:

▪ Gordon B. McLendon, president of the seven McLendon stations, told how KLIF Dallas threw out the old "razzle-dazzle" promotion it made famous and built a new promotional foundation on hard-hitting news. KLIF's eight-man news staff (soon to be 11) turned in 12,000 remote reports last year in dedicated competition with the city's newspapers. The KLIF formula is "music plus news, and news, and news." It's paying off in ratings and station believability and is producing "more stimulation among listeners than the biggest contest or the biggest stunt," Mr. McLendon said.

▪ Too many radio stations have met the challenge of television "by acting like the bobby sox set," Robert Hyland, CBS Radio vice president and general manager of KMOX St. Louis, told his New York audience. As part of the "grown-up" approach it believes in, KMOX a year ago inaugurated a seven-hour afternoon talk segment, *At Your Service*. Set in a day of versatile, "full-range radio," *At Your Service*, noon-7 p.m., incorporates local and network news, regular medical and marriage counseling, poetry and dramatic readings, homemaking segments, school reports, a telephone question period which has guests ranging from Eleanor Roosevelt to a garage mechanic, a job-hunting guide, theatre-concert reviews, science reports and a host of other features. Advertisers like the showcase of *At Your Service*, and ratings average 26% higher than previous music programming, Mr. Hyland said. The talk block is not easy programming, but KMOX is tapping a growing demand for infor-

How successful TV stations handle unsold time...



7 steps that increase the effectiveness of TV station time salesmen

STEP 1 **ARB LOCAL MARKET REPORTS**—This industry standard is a basic ingredient in any station's sales effort. As a complete quarter-hour measure of television audience by both metro and total area, this report provides each and every station in the country with data that is recognized throughout the industry as the ultimate in accuracy, reliability and believability.

STEP 2 **ARB 1960 COVERAGE STUDY** (with Totals Updated to November 1960)—Station coverage strength in areas of importance to your marketing program is essential . . . and ARB's full county-by-county report documents your station story. Updated station totals based on November 1960 survey results are also available for stations where changes have occurred since the basic study was made.

STEP 3 **SPECIAL TABULATIONS**—Demonstrating to a timebuyer how the cumulative audience for your spot package ranks with the "Gunsmokes" and "Wagon Trains" makes extraordinary sales (dollars and) sense. Dozens of other specially tailored ARB tabulations can have equally effective results for your specific needs.

STEP 4 **OVERNIGHT COINCIDENTAL REPORTS**—New program or new time period availabilities occurring between ARB market reports receive quick audience documentation with a special ARB Telephone Survey. Results are available overnight . . . in time to whisk them off to the timebuyer's office for a "proof of performance" sales presentation.

STEP 5 **SPECIAL SURVEYS**—Studies of your picture quality in competitive fringe areas . . . analysis of farm audience delivered . . . or a report on audience reaction to your news programming are but a few of the special areas where your efforts to inform the buyer will turn the trick in your favor.

STEP 6 **ARB TV-NATIONALS**—This complete and qualitative report on the audience to all network programs will greatly aid the local network affiliate in selling surrounding time spots to the "specific audience" conscious buyer. A wealth of detailed information in the TV-National complements the ARB Local Market Report, especially in sales presentations.

STEP 7 **MULTI-CITY ARBITRON**—Local network affiliates who receive this report daily are kept up to date by this competitive program index. Fast rising new programs are spotted immediately, and local spot adjacencies are sold just as quickly when such evidence is presented to the buyer.

The next step should be taken in the direction of your telephone to contact your ARB representative. And, may we remind buyers that all these steps will work equally well for you in evaluating your present or planned TV campaign.

AMERICAN RESEARCH BUREAU, INC.

WASHINGTON	*4320 Ammendale Road, Beltsville, Md., WE 5-2600*
NEW YORK	*1 Rockefeller Plaza, New York 20, N.Y., JU 6-7733*
CHICAGO	*1907 Tribune Tower, Chicago 11, Ill., SU 7-3388*
LOS ANGELES	*2460 W. Whittier Blvd., Montebello, Calif., RA 3-8536*

mation and it is in this direction, he advised listeners, that radio will find "fulfillment of its proper role in our times."

▪ WSB Atlanta assiduously cultivates a station personality, wooing listeners with audience participation features, and in return gets more fan mail, including hundreds of Christmas cards and presents, than any staff personality, Frank Gaither, general manager, told the RTES. WSB's "distinctive" sound blends listener participation and integrated news into a unified music control and a requirement that every program be developed as a public-service vehicle. Every day is a special day ("Advertising Day," "March of Dimes Day," "Minstrel Day") with all programs punctuated by features related to the theme. WSB also is working "to exercise positive leadership in the move to re-establish the importance of individual programs." Two mentioned by Mr. Gaither are a series of hour-long medical forums with a panel of doctors answering listeners' telephoned questions and a 2½-hour special coming up, Shakespeare's "Merry Wives of Windsor" presented by Theater Atlanta.

New SESAC 'Drummers'

Music Productions of America Inc., New York, new entry in the commercial and music background field, has completed arrangements with SESAC Inc., to create and produce seven "Drummers" albums during 1961. SESAC long-playing "Drummers" are made available to the broadcasting industry and are comprised of high-quality station promotionals, weather, time and news spots, dj themes and sales starters, all featuring a "big band" sound.

ASCAP reports $32.3 million gross, up 7%

GROUP PREPARES FOR TV PACT TALKS, PLANS BMI SUIT

The American Society of Composers, Authors & Publishers had a gross income of $32,344,135 in 1960, up $2,313,168 or 7 0/0 from 1959, a west coast membership meeting was told last Tuesday (Feb. 28). Of the total, $6,131,446 went for expenses, leaving $26,212,690 for distribution to ASCAP members.

President Stanley Adams reported that since the last regular meeting in September, 269 writers and 151 publishers have joined ASCAP, bringing the totals to 5,299 writers and 1,727 publishers. A man is being hired at Los Angeles to help west coast members with their problems of interpreting credit rights and other matters, Mr. Adams said.

He also reported that Dr. Paul Fagin of Joel Dean Assoc. now heads a new statistical department at ASCAP's New York headquarters, for collecting information for negotiations of the new tv agreements to replace those expiring at the end of this year. New radio agreements have been reached with CBS, NBC and Mutual, he reported, and negotiations are in progress with ABC.

Herman Finkelstein, ASCAP general attorney, said that in the upcoming tv negotiations ASCAP will not lose sight of BMI's insistence that writers should get more money for music used on tv; that since BMI is owned by broadcasters this is an admission by the station owners that they aren't paying enough for music today.

Mr. Finkelstein also reported that Arthur Dean, of the law firm of Cromwell & Sullivan, has been retained as special counsel to institute legal action against BMI for what ASCAP feels are improper activities. He declined to amplify, but said the action "will be revealed at the proper time." The ASCAP suit will have no connection with one by a group of songwriters against BMI and in process nearly a decade, he said. Mr. Finkelstein said that contrary to widespread reports, ASCAP has not been a party to the songwriters' action.

Program notes...

Coming attractions ▪ NBC has announced it will slot for next season in prime time, *House on the Rue Riviera,* day and time to be determined. Being produced by 20th Century-Fox, *House* will be a weekly hour mystery series starring John Ericson and Richard Anderson as American agents hired by the French Surete National to patrol the Riviera (BROADCASTING, Feb. 27). Guest Stars and international socialites also will be featured.

New CBS show ▪ Irving Mansfield-Peter Arnell Productions will produce *Face the Facts,* a new half-hour audience participation show to be taped by CBS-TV Hollywood for a Monday-Friday afternoon series to start on the network March 13. Red Rowe will preside over a panel of four contestants who will watch a re-enactment of an actual court case by actors using dialogue based on testimony given at the original trial and attempt to duplicate the decision of the actual court. Three cases will be on each program.

EQUIPMENT & ENGINEERING

GE awards to two for troposphere talk

An amateur radio operator who is a project leader on space communications with Hughes Aircraft Corp., have received an award for showing that transoceanic vhf and uhf radio communications might be feasible without the use of satellites in space.

The Edison Radio Amateur Award, sponsored by General Electric, actually was presented to two winners. They were John T. Chambers, 40, California ham who works for Hughes, and Ralph E. Thomas, 57, Hawaiian amateur who is with RCA Communications.

Using home-built equipment, they communicated via a troposphere duct over 2,500 miles between their homes for over four years. They used 144 mc, 220 mc and 432 mc and are planning to continue the experiments with 1230 mc this year. Transmissions were keyed.

The project has evoked the interest of military services and of Pan American Airways, the winners reported. They estimated stations using this mode could be built for between $20,000 and $30,000. They foresaw the best use of tropospheric ducting for communications between aircraft and ground stations.

RCA adds another

The latest member of the Nuvistor tube family—a high-mu triode for industrial applications—has been introduced to equipment manufacturers by the RCA Electron Tube Div. The tiny tube designated RCA-7895, is the fourth commercial tube to utilize the all-metal-and ceramic Nuvistor construction.

3M's profits reach record high in 1960

Minnesota Mining & Manufacturing Co., St. Paul, Minn., reported last week that its 1960 net earnings reached a record high of $70,692,374 or $1.38 per share of common stock on consolidated world-wide sales of $549,675,178. These figures, contained in the firm's annual report to its stockholders, represent approximate 10% increases over 1959 sales of $500,675,932 and earnings of $63,564,729, or $1.25 a share. Expansion of foreign operations and diversification of products and markets in the U. S. were responsible for much of the 3M growth. Foreign sales climbed to $117 million last year, compared with about $95 million in 1959.

The annual report figures reflect op-

erations of the Mutual Broadcasting System, a wholly owned subsidiary purchased by 3M in April 1960. Also included in the report were the operations of the firm's magnetic productions division which enjoyed its best year to date. The Primary commercial supplier of video recording tape, 3M also supplies magnetic tape for radio broadcasting, among other markets. Tape and allied products accounted for 19% of Minnesota Mining's overall sales last year.

NAB takes further step to automation

Next big move in NAB's decade-long campaign to automate radio station operation is underway. This is to prove out a method of reading directional antenna phase monitors from remote locations.

Field tests of two systems are underway at two radio stations, one in Washington, D. C., and the other in Philadelphia. It is hoped that the results of these tests will be available for submission to the FCC sometime within the next six months.

Although the FCC has approved remote control of radio transmitters without regard to power or whether or not directional, it has conditioned approval for directional arrays. This requires the station to physically send an engineer to the transmitter daily during the two hour evening transition period when the station is switching from omnidirectional to directional to read the antenna phase monitor.

This requirement can be expensive to station management where transmitters are located at long distances (10-20 miles) from the station studios.

The phase monitoring program was one of a number of topics discussed by NAB's engineering advisory committee meeting in Washington March 1. The committee, chaired by A. James Ebel, KOLN-TV Lincoln, Neb., discussed plans for the engineering conference to be held in Washington in conjunction with the NAB convention May 7-10, and also reviewed:

Monitoring of tv frequency deviations (subject of an FCC rule-making proposal), space satellites for communications, video tape standards, additional remote pickup broadcast channels (also the subject of an FCC rulemaking notice), FAA proposed regulations concerning radio-tv antennas and other tall structures, and standards for tv "black-level" transmission.

The committee adopted a resolution expressing regret over the resignation of A. Prose Walker as the association's engineering department manager. Mr. Walker will join Collins Radio, Cedar Rapids, Iowa, on May 16.

GO PLACES WITH WIXIE

WXYZ IS ON THE MOVE . . .

Now WXYZ-TV with its fabulous Broadcast House and 111 acres of rural beauty is in the video tape commercial field. We've made top quality network commercials for advertisers such as: Lincoln-Mercury, Massey-Ferguson, Chrysler, Chevrolet, Reynolds Metals and others. Up to the minute equipment permits us electronic effects heretofore restricted to New York or Hollywood—and we can make them at lower cost. As the word spreads, Broadcast House is quickly becoming the TAPE CENTER of the MIDWEST. This is the kind of boldness advertisers have come to expect from the station that originated "The Lone Ranger," "The Green Hornet," and "Soupy Sales," and it's the kind of imaginativeness that's at the heart of ABC's spectacular growth. Come along with WIXIE!

WXYZ-TV abc CHANNEL 7 DETROIT

OWNED AND OPERATED BY AMERICAN BROADCASTING—PARAMOUNT THEATRES

TV PROGRAM SWITCHER

TASCON unit's automatic to prevent human errors

A digital computer system designed especially for automatic program switching for tv stations has been developed by TRW Computers Co., a division of Thompson Ramo Wooldridge, Dr. Joseph F. Manildi, general manager, announced. The new system is called TASCON—for Television Automatic Sequence CONtrol.

"During the busy station-break periods, as many as 100 buttons must be pressed when program switching is controlled manually," Dr. Manildi explained. "If a wrong button is pressed, a scheduled commercial message may not reach the audience and the station will lose advertising revenue. TASCON prevents these costly errors by switching sound and picture sources on the air with a precision and timing that cannot be achieved by manual operations."

The TASCON computer stands 84 inches high, is 48 inches wide and 24 inches deep. The stored information, which can issue switching orders for the entire program day, including equipment warm-up or pre-start, is fed to the machine from an operator's keyboard or through a punched tape. The information can be put into TASCON hours in advance of station "panic" periods and held until time to put it into action, or it can be inserted at the last minute, seconds ahead of air time. The flexibility is made possible by direct communication between the operator and the digital computer, which is designed for quick access to the information stored in its magnetic-drum memory.

Eight display panels on the front of the device show the time of day, the time remaining (minutes and seconds) until the end of the program or commercial then on the air, the source of the video and audio information then being broadcast (network, film, tape, live from studio or remote pickup point) and similar information for the next three broadcast items coming up, whether they are hour-long programs or 10-second ID's. If a new item is inserted, TASCON automatically changes the time of the succeeding units and drops them back one step in the sequence.

TASCON systems are tailored to the individual requirements of the stations at which they are to be used and the company says they can easily be adapted to station growth or modified to fit new requirements or equipment changes.

Because of this custom-built-for-each customer feature, a station can figure on receiving its own TASCON about eight months after the order is placed. The normal price range is between $70,000 and $100,000, which the company says is competitive with other automatic program switching systems.

RCA's new tv recorder

A new and improved magnetic tape recorder for television, designed for added flexibility, was introduced last week by RCA.

The new model, type TRT-1B, is adaptable for both color and black and white and features a new transistor signal processing amplifier for finger-tip control of picture quality; an increased limiting (more than 55 db) of the demodulator to minimize tape "drop outs"; separate guide position controls for record and playback, and the freedom to play back non-standard recorded tapes on the 1B with "optimum results."

NBC's new volume meter

NBC studios in New York, Washington, Chicago, Hollywood and Philadelphia have been equipped with an improved loudness meter, developed to improve control of tv sound volume.

The project to improve loudness control was initiated more than a year ago at the request of Ernest Lee Jahncke Jr., director, NBC standards and practices, who calls the new meter "another insurance of acceptability and good taste not only in what we say, but also in how we say it."

INTERNATIONAL

SALE PRICE FOR CKEY: $4.1 MILLION

Westinghouse advancing most capital for Toronto station

The Board of Broadcast Governors has been urged to approve the sale of CKEY Toronto, Ont., from Jack Kent Cooke to Shoreacres Broadcasting Co. Ltd. for a reported $4.1 million (BROADCASTING, Feb. 20). Details were disclosed at a hearing before BBG Feb. 24.

Mr. Cooke is selling CKEY because of his plans to move to the United States and become an American citizen. This would make him ineligible to own a Canadian station. He bought the 5 kw day, 1 kw night outlet (on 580 kc) in 1944 for $500,000.

Shoreacres would finance the station with $4.4 million. This includes the purchase price and operating capital. Most of the capital would be supplied by Westinghouse Electric Corp. in the form of non-voting debentures.

The company would be financed by 4,000 common stock voting shares ($1 par value), 4,000 first and second preference voting shares at $100 par value, and two classes of debentures.

The *Toronto Globe and Mail*, morning daily, would own 50% of the common and first preference shares, with a total investment of $202,000. Canadian Westinghouse Co. and its parent, Westinghouse Electric Corp., would each hold 12.5% of the voting shares, all of the second preference shares and the debentures, for a total investment of $4 million.

Three Toronto attorneys and an investment dealer each will own 6¼% of the stocks, with individual investments of $25,250. The lawyers are J. S. D. Tory, J. G. Edison and John B. Aird. The investment broker is W. P. Wilder.

President of Shoreacres will be John D. Campbell, president of Canadian Westinghouse. The nine member board of directors will be composed of two directors each from Canadian Westinghouse and the Toronto newspaper, and one each from Westinghouse Electric and the four individual Toronto stockholders.

License Renewal Up ▪ Also pending before the BBG was an application for license renewal of CKEY under present management. The station received only a one year renewal last March after a hearing before BBG on charges its programming needed improvement. The BBG was critical of the station's performance.

Mr. Cooke also has been involved in the license renewal hearings of KRLA Los Angeles, owned by his brother, station representative Donald Cooke (BROADCASTING, Nov. 7 and 14, 1960).

Both CKEY and Shoreacres asked the BBG to defer action on the application of CFRA Ottawa, Ont., for an increase to 50 kw on 580 kc since the new owners said they planned to apply for this power on the same frequency. CFRA operates on 560 kc with 5 kw.

Canadian brewers want straightaway beer ads

Canadian brewers want beer commercials on television out in the open, they told the Board of Broadcast Governors Feb. 22 at Ottawa.

Three major brewers appeared before Canada's regulatory body, in connection with a proposed rule change under which brewery brand names and labels could be used in 12-second an-

nouncements before and after sponsored tv programs. This change would bring such advertising in line with what is being used currently in the province of Ontario.

"Beer advertising should be frankly beer advertising . . . and not vague and evasive," Ian Dowie of Canadian Breweries Ltd., Toronto, stated.

A representative for John Labatt Ltd., London, Ont., brewers, said beer should be allowed to be shown in tv advertisements, with a brand-selling message in the aural part of the tv commercial and on radio.

"We think Canadians have become sophisticated to the point where the sight of a beer glass or beer bottle is not objectionable," stated D. M. Chenowith of Molson's Brewery Ltd., Montreal.

All three breweries said they oppose drinking scenes in advertising or the use of persons under 21 in commercials. One brewer felt women shouldn't be shown drinking beer.

BBG head praises CKLW at its renewal hearing

CKLW-TV Windsor, Ont., was praised at its license renewal hearing Feb. 24 at Ottawa by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors. He extended the BBG's appreciation for CKLW-TV's efforts made in a "difficult situation" as an example which would provide "great encouragement" to other Canadian tv stations trying to meet the 45% Canadian content ruling for programs.

A year ago CKLW-TV had been criticized by the BBG for not having enough Canadian program content and for aiming its programs mainly at the Detroit area. As a result, the station's license was renewed for only one year. Before Ted Campeau, CKLW-TV president, had a chance to present his case, Dr. Stewart commended him on the program improvement in the past year. He thought the international border station would have no difficulty meeting the BBG's 45% Canadian program content regulation which goes into effect April 1.

VeneVision tv network operating in Venezuela

VeneVision S. A., a new Venezuelan tv network, began operation last week with several ABC-TV shows on its schedule. American Broadcasting-Paramount Theatres Inc., ABC-TV's parent company, is a minority stockholder in the new network based in Caracas.

Highlight of VeneVision's initial programming line-up is *Nightbreak*, a block of 60-minute programs (Mon-Fri., 8:30-9:30 p.m.) which include *77 Sunset Strip*, *Maverick* and *Cheyenne*. Similar to *Operation Daybreak*, ABC-TV's daytime programming schedule in the U. S., *Nightbreak* already has committed almost half a million dollars worth of advertising billings. General Foods Corp., Bristol-Myers Co., Proctor & Gamble Co., Johnson & Johnson, Chrysler Corp., S. C. Johnson & Son Inc. and Dorothy Gray Ltd., all clients of Young & Rubicam Inc., are sponsoring portions of the key programming block.

Present at VeneVision's inaugural day festivities were Donald W. Coyle, vice president, ABC International Division; Edward Sparks, U. S. ambassador to Venezuela; John Crawford, the actress, and several Venezuelan business and governmental leaders.

Two more join marketing group

Two more foreign market research firms, one in Tokyo and another in Copenhagen, have been signed as affiliate members of Market Facts Roc International, a division of Market Facts Inc., Chicago. Japan's Marketing Center Co. Ltd. and Denmark's Markedsanalyse are the new firms which will be available to assist U. S. agencies and advertisers in marketing problems in those areas. 13 other countries already are represented. "Roc" stands for Recherche et Organization Commerciale, derived from the French affiliate. The international group meets three times annually for marketing workshops and will meet in Chicago this fall.

Status of BBG member illegal, chairman says

Mrs. R. G. Gilbride, Montreal housewife, has been acting as a part-time member of the Board of Broadcast Governors illegally, it was admitted at Ottawa Feb. 20 by Dr. Andrew Stewart, chairman of Canada's regulatory body. Mrs. Gilbride is more than 70 years old, and became ineligible when she reached that age, according to the Canadian Broadcasting Act.

The question of Mrs. Gilbride's age was discussed at the hearing of the Parliamentary Committee on Broadcasting at Ottawa, when some Parliamentarians commented that recommendations made by the BBG board where only a quorum was in attendance, and Mrs. Gilbride was one of those voting, would be illegal. The BBG is checking the attendance of all its meetings, since Mrs. Gilbride had attended all meetings.

There is one other woman member on the BBG, Dr. Mabel Connell, a dentist of Prince Albert, Sask. She has stated that she is still under 70.

Let This Emblem Be Your Assurance of

QUALITY

We invite you to compare the COST and QUALITY of other studio equipment with the complete TARZIAN line.

You, too, will see why so many station operators select TARZIAN equipment . . . known for QUALITY . . . EXCELLENT PERFORMANCE . . . AND LOW COST.

We'll welcome your inquiry. Write or call

SARKES TARZIAN INC

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BROADCAST ADVERTISING

John Hall, vp of Louis Benito Adv., Tampa, Fla., promoted to executive vp and office manager. **Edward Boese** named art director.

Robert H. Schmidt, formerly of Theodore R. Sills & Co., Chicago pr firm, joins Grant Adv., that city, as vp in charge of pr.

Kimberly Prins and **Mitchill L. Smith** named product advertising managers, Block Drug Co., Jersey City, N. J. Mr. Prins will handle Polident and Poli-Grip, while Mr. Smith will be in charge of Nytol, Corega, Dentu-Creme and Omega Oil.

Robert W. Dundas Jr., formerly with KPRC-TV Houston, joins Erwin Wasey, Ruthrauff & Ryan, that city, as account executive.

Arthur J. Bellaire and **Philip C. Carling,** both BBDO vps, elected to board of directors. Mr. Bellaire is associate copy chief in charge tv and radio copy and production, and Mr. Carling is management supervisor.

Mr. Klose

Willard Klose Jr., tv-radio creative director, Campbell-Ewald Co., Detroit, elected vp. Other new vps at agency are **Francis L. Congdon,** head of merchandising department; **Thomas D. Murray,** director of copy; **Albert Schroeder,** director of art, and **Eugene A. Trombley,** director of production.

Bruce M. Stern and **William K. Brusman** elected vps of Nelson Stern Adv., Cleveland.

Howard K. McIntyre, vp at Henderson Adv., Greenville, S. C., promoted to executive vp. **Fred C. Walker** elected vp.

Mr. Latham

Mr. Lumb

John R. Latham and **Charles J. Lumb** elected vps of Lambert & Feasley Inc., N. Y. Mr. Latham is account supervisor on Fizzies Instant Sparkling Drink tablets. Mr. Lumb is account supervisor on Pro-Phy-Lac-Tic Brush Co. account.

George W. Booth and **Lawrence J. Killian** join Ted Bates, N. Y., as staff art directors. Mr. Booth was senior art director for Gardner Adv., N. Y., while Mr. Killian served as tv art director for Benton & Bowles, that city.

James T. Griffin, general manager of Sears, Roebuck & Co. retail stores in Cleveland area since 1946, named director of pr at Sears' headquarters office, Chicago, succeeding **James C. Worthy,** resigned. Mr. Griffin is to be elected vp at board meeting in spring.

Donald E. Rutz, for three years with Chicago office of Leo Burnett Co. as broadcast manager for Marlboro and Philip Morris cigarettes, to Clinton E. Frank, Chicago, as assistant account executive. He previously had been with CBS-TV, New York.

Daniel E. Cohen joins Bauer & Trip, Philadelphia advertising and marketing firm, as member of merchandising staff.

Scott Forbes, formerly of Reach, McClinton, N. Y., joins copy department of Lennen & Newell, that city.

THE MEDIA

Dick Doty, general manager of WWIL-AM-FM Fort Lauderdale, Fla., named executive vp of Florida Air-Power (licensee of stations).

Paul B. Evans, director of sales for Worldwide Div. of Metropolitan Broadcasting Co., appointed general manager of WHCT (TV) Hartford, Conn., recently granted permission of FCC to begin pay tv tests.

James E. Wanke appointed acting manager of KABR Aberdeen, S. D. He has been station's sales manager.

Breck Harris, formerly staff announcer at KCLE Cleburne, Tex., named chief engineer and staff announcer for KQRO Dallas. Other personnel additions: **Dave Harper,** staff announcer, newsman and account executive; **Paul Smith,** staff announcer and news director.

Gene Robinson named operations manager of WMBD-TV Peoria, Ill. He had been newscaster and production executive at WCIA (TV) Champaign, Ill. Both stations are owned by Midwest Television Inc.

John G. Stilli Jr. appointed assistant to general manager of WFBG-AM-FM-TV Altoona, Pa.

Mr. Wendell

Bud Wendell named to newly-created position of coordinator of nighttime programs for radio stations of Westinghouse Broadcasting Co. He has been program manager of KYW Cleveland. He will headquarter in that city. WBC radio stations are WBZ Boston, KDKA Pittsburgh, KYW Cleveland, WIND Chicago, WOWO Ft. Wayne, Ind., and KEX Portland, Ore.

Gilbert L. Bond, formerly general sales manager of KAYO Seattle, appointed to handle fm time sales for Heritage Representatives, west coast area, Seattle, Wash.

Bill Sinclair appointed station manager of KNGS Hanford, Calif. Formerly he had been sales manager of KSBW Salinas, Calif. Both are Golden Triangle stations.

Fred Drewry, formerly with North Dakota Broadcasting Co., named sales manager of KUTT Fargo, N. D. Other personnel additions: **Glenn Tollefson** and **Don Schermerhorn,** account executives; **Charles Graves,** air personality.

Robert Joyce and **Lee Nelson** appointed station manager and program manager, respectively, for WMTW-TV Poland Spring, Me. Mr. Joyce had been program manager. Mr. Nelson formerly was with WAGM-AM-TV Presque Isle, Me.

Ronald W. Maines promoted to sales

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

4 Offices To Better Serve You . . .

CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif. WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), 391-9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ

Q—*What news show in the Flint-Saginaw-Bay City area pulls more weight with TV viewers than all the competition combined?*

Q—How many birthdays does the average man have?

Q—*What dominant force in the Flint-Saginaw-Bay City area is powerful enough to keep families up after midnight on Saturday nights?*

Q—Why can't a man living in Miami, Florida, be buried west of the Mississippi?

Q—*What's the best way to sell my wares to the most women at the lowest TV dollar?*

NBC CHANNEL 5 Firststation

WNEM-TV

serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION—
ALL WAYS!

manager from sales staff of WTAP-TV Parkersburg, W. Va. He replaces **William Viands Jr.,** who has resigned.

Roy Brown, local sales representative for WILX-TV Lansing, Mich., promoted to national sales manager.

Morton Allen Glazer, formerly with KCOP-TV Los Angeles, joins Dallas sales office of KTVT (TV) Fort Worth, Tex.

Jeffrey T. Carey, formerly account executive at WPIX (TV) New York, joins QXR Network, that city, in same capacity.

Marvin A. Bolei named account executive and **Gary Adler** national sales coordinator of KPIX (TV) San Francisco. Mr. Bolei was national sales coordinator and Mr. Adler sales assistant.

Warren Walden, WJAR Providence, R. I., news director, elected president of UPI Broadcasters Assn.

Carroll James joins WWDC Washington as air personality, filling vacancy created by resignation of Jack Rowzie. Mr. James formerly was with WTAR Norfolk, Va.

Stanton J. Pearson appointed sales manager of KBOX Dallas. He has been zone marketing manager of Miller Brewing Co. for past six years.

Arthur Doty named regional account executive for KHJ-TV Los Angeles. He formerly was with KABC Los Angeles.

Bob Farrington, formerly operations manager of WABR Orlando, Fla., to WPTF Raleigh, N. C., as air personality.

Gene Cioe appointed national sales manager of WKMH Dearborn, Mich. **Ed Hardy** named news director.

Alan Wagner, formerly head of program services, Benton & Bowles, N. Y., joins CBS-TV program department as general executive.

Horace W. (Buddy) Ray, program director of WAGA (TV) Atlanta, promoted to operations director. He has been with station since 1958.

Robert Wussler, associate producer, special events, CBS News, named special projects coordinator for CBS News, Television.

Richard M. Mansfield, former military reporter, *Norfolk Virginian-Pilot,* and Tidewater correspondent for *Time-Life* magazines and *New York Times,* appointed news director, WVEC-TV Norfolk-Hampton, Va.

Renee Rosenwasser, formerly of TvB, N. Y., appointed coordinator of entries and reservations, American TV Commercials Festival. Other new appointments include **Walter Cooper,** who was associate producer, tv commercials

A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS BILL LARIMER, YOUR PETRYMAN IN LOS ANGELES

A—*The "Five Star Final," WNEM-TV's nightly news wrap-up, rolls up an almost unbelievable 199%* more TV homes than the other two 11:00 pm competitive newscasts combined!* (**Nielsen, Nov., 1960*)

A—One—every man is only born once so he only has one birthday.

A—*Take 5 again! 1960 ARB shows an average of 23,400 viewing families burn the midnight oil for Channel 5's Fabulous 52 late movies.*

A—He's still alive so he can't be buried anywhere.

A—*Put them in WNEM-TV's 5 Feature Showcase at 1 pm. November 1960 ARB proves more women are tuned to Channel 5 than its nearest competitor.*

NBC CHANNEL 5 Firststation

WNEM-TV

serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION—
ALL WAYS!

department, Lennen & Newell, N. Y., named ATVCF program coordinator, and **Vincent Infantino,** formerly of tv commercial department, Ted Bates, N. Y., appointed coordinator of film and videotape commercial.

M/Sgt. Stuart A. Queen, host and narrator of *The Big Picture,* Dept. of Army's weekly tv series, announces retirement from service on May 31.

Mr. Hydrick

Daniel E. Hydrick Jr., general manager of WGH Newport News, Va., appointed assistant to John W. Kluge, president and board chairman of Metropolitan Broadcasting Corp. Mr. Hydrick joined WGH as general manager more than six years ago.

Alwyn R. Hansen, formerly managing news editor of WHTN-TV Huntington, W. Va., appointed news director of WFDF Flint, Mich.

Mr. McGredy

Robert M. McGredy named general sales manager of Television Advertising Representatives, N. Y. Mr. McGredy, former national tv sales manager of Westinghouse Broadcasting Co., N. Y., who replaces **Jack Mohler,** will coordinate sales policies for TvAR offices throughout U.S. Mr. McGredy started his career in 1946, as sales manager of WTOP Washington. In 1948 he became sales manager of WPAT Paterson, N. J., and in 1949, assistant director of Broadcast Advertising Bureau (now RAB). He joined WCAU-TV Philadelphia, in 1950, first as sales manager and subsequently as vp in charge of station.

Don Wirth, vp and general manager, WNAM Neenah, Wis., elected president of Wisconsin Broadcasters Assn., succeeding **Mig Figi,** co-owner and general manager, WAUX Waukesha, who becomes ex officio member of board. Other officers named at WBA annual meeting in Milwaukee Tuesday include: **Bruce Wallace,** public service and promotion manager, WTMJ-TV Milwaukee, vp; **Dick Dudley,** general manager, WSAU Wausau, re-elected treasurer; **Carl Kolata,** president and general manager, WTTN Watertown, re-elected secretary; **George Frechette,** general manager, WFHR Wisconsin Rapids, re-elected to board. WBA had record attendance of 82 members.

Doyle Harden, formerly with KFMJ Tulsa Okla., joins announcing staff of KTUL, that city.

Sarnoff honored by American Legion

Robert W. Sarnoff, NBC chairman (r) receives a special award from American Legion National Commander **William R. Burke** (l) at a special luncheon in Washington March 1. The citation commended Mr. Sarnoff and NBC for distinguished public service in making tv "a dynamic force in public service."

Mr. Sarnoff, in his acceptance remarks, urged that the restrictions of Sec. 315 of the Communications Act (which requires broadcasters to give equal opportunity to all candidates for political office once one of them has been seen or heard on the air) be removed since broadcasters have demonstrated their skill, fairness and responsibility in handling the "Great Debates" in the 1960 presidential campaign. Mr. Sarnoff also detailed NBC's informational program and said that the network was doing more such programming than it undertook during the 1960 presidential election year.

The American Legion also presented awards to David Brinkley, NBC commentator, and to Quentin Reynolds, author and war correspondent.

James C. Steele, formerly radio-tv creative director for Watts-Payne Adv., Tulsa, Okla., joins KVOO-TV, same city.

Neil E. Wolford, formerly at WRVC Norfolk, joins staff of WHPL Winchester, both Virginia.

Dan Johnson, formerly with WGBS Miami, joins WFLA-AM-FM Tampa, Fla., as air personality. Other personnel changes: **Kay MacLean Nero** and **Joe McDonald** join WFLA-AM-FM promotion department.

Herbert S. Dolgoff, corporate legal advisor, and **Grahame Richards,** national director of programming, named vps of Storz Broadcasting Co., Omaha. In addition to new duties, they will continue to function in present capacities. Storz stations are WDGY Minneapolis-St. Paul, WHB Kansas City, KOMA Oklahoma City, KXOK St. Louis, WTIX New Orleans, and WQAM Miami.

Mr. Dolgoff

Mr. Richards

John Mead appointed news director of WBAB Babylon, L. I., N. Y. Other changes: **Marc Jennings** and **Clement Cooper** named air personalities.

Jerry Bennett, formerly night news editor for WKMH Detroit, named news director of WQTE, that city.

Mr. Franklin

Robert E. Franklin, formerly director of publicity and promotion for KGW-TV Portland, Ore., joins advertising department of U. S. National bank, that city. Mr. Franklin joined KGW radio in 1942 as announcer.

Tom Atkins appointed news director of WLWI (TV) Indianapolis.

Jim Curtis, formerly production manager of WEBR Buffalo, N. Y., joins WBEN, that city, as radio producer in program department.

Fred Freed, producer-writer of news and public affairs programs, joins NBC-TV as producer of *Dave Garroway Show.*

Maurice E. (Doc) Fidler, divisional manager, member service, Radio Advertising Bureau, N. Y., named manager, member service department.

Henry Epstein, assistant art director, American Broadcasting-Paramount Theatres Inc., N. Y., appointed art director. Mr. Epstein, who joined company's art department 11 years ago as layout artist, also served as art department studio manager.

Dale Jackson, continuity supervisor at KDKA Pittsburgh, retires. He joined the station as writer in 1940.

Edward Ross, formerly of WHLL Wheeling, W. Va., joins WTRF-TV, that city, as staff announcer.

Ed L. Teer joins news staff of WFAA Dallas, Tex.

Marge Connor appointed woman's director for KHOU-TV Houston, Tex.

Jon Arthur, rejoins WKRC Cincinnati, Ohio, after two-year assignment with State Department.

Mr. Flahive

Joseph Anthony Flahive, formerly eastern sales manager for WGN-TV Chicago, named national sales manager of WTVJ (TV) Miami. He had headed WGN-TV's New York office for four years. In new post he will report to Bill Brazzil, vp in charge of sales.

Mrs. Terry Liang joins ABC-TV press information department as magazine editor. Mrs. Liang, who succeeds retiring **Betty Goode,** will headquarter in Hollywood.

Arthur Paul promoted from senior floor director at WITI (TV) Milwaukee to producer-director.

PROGRAMMING

Mr. Mandell

Abe Mandell, formerly vp in charge of Independent Television Corp. international sales, appointed to newly-created post of vp in charge of administration. Mr. Mandell, who will report to Michael Nidorf, ITC president and board chairman, will be responsible for overall sales, domestic and foreign, as well as administrative policy. He will also continue as vp of international sales.

Jerry Thorpe named to newly-created position of vp in charge of programming for Desilu Productions, Hollywood. He joined firm in 1953 as assistant director following eight years service at MGM.

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Caine named

Howard C. Caine, president of CHWO Oakville, Ont., named chairman of committee of Canadian Assn. of Broadcasters which will this year underwrite $20,000 for Dominion Drama Festival, previously sponsored by Calvert Distilleries, Montreal. CAB will be main sponsor of this national cultural project. Others on committee are **Henri Olivier,** CJSO, Sorel, Que., as vice-chairman; **Robert Reinhart,** CFPL-TV London, Ont.; **D. M. Neill,** CFNB Fredericton, N. B.; **Terry French,** CKLC Kingston, Ont.; **Jean Pouliot,** CFCM-TV Quebec City, Que.; **Phil Stone,** CHUM Toronto, and **Frances Baldwin,** CAB Ottawa, Ont.

Mike Wallace signs to narrate and conduct interviews for "Project: Man in Space," documentary tv special dealing with astronaut and manned spacecraft programs in U. S. and Russia. **Jack Haley Jr.** is producing and directing hour-long program for Wolper-Sterling Productions, Hollywood.

Howard Jaffe, who created basic idea for Screen Gems' Joan Crawford series, appointed editorial assistant to William Dozier, vp in charge of West Coast activities.

Allen Ash, sales representative, National Telefilm Assoc., Chicago, named to head that office.

Robert De Vinny, former head of Dev Co., San Francisco, appointed account executive, Western Div., United Artists Assoc.

EQUIPMENT & ENGINEERING

William Carpenter, formerly of Ziv-UA, N. Y., appointed eastern sales manager, Cellomatic Corp., N. Y.

Robert L. Wolff joins Eitel-McCullough Inc., San Carlos, Calif., manufacturer of electron tubes. Mr. Wolff will be senior sales engineer in company's Chicago regional sales office, Bellewood, Ill.

INTERNATIONAL

Hal E. Chester appointed to newly-created position of European representative for National Theatres & Television, Beverly Hills, Calif. He will headquarter in London.

Joyce Davidson, Canadian tv personality of CBC weekday evening network program *Seven-O-One,* for past five years, to WNEW New York as host on new 90-minute evening show.

Robert Auld named radio-tv director of Burley, Norman, Craig & Kummel, Toronto.

Al Piche, formerly of CJKL Kirkland Lakes, to sales staff of CFCL-TV Timmins, both Ontario.

William F. Shave appointed sales manager of CHLO St. Thomas, Ont.

ALLIED FIELDS

Leonard H. Marks, Washington communications lawyer (Cohn & Marks), to Middle and Near East on lecture tour on administrative law to bar associations and law schools at request of U. S. State Dept. He leaves today and will be gone for two months. Mr. Marks lectured on same subject in India in 1958, also under sponsorship of State Dept.

James Rupp promoted to southern regional manager of American Research Bureau, Beltsville, Md. He had been on southern sales staff.

DEATHS

Adam F. Smith, president of R. C. Smith & Son, Toronto advertising agency founded in 1915, died there Feb. 20. He had been agency president since 1948.

Vernon Winn, 28, film director for WXEX-TV Richmond, Va., died of heart attack on Feb. 24.

Luxury Living!
Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. NOW COMPLETELY AIR CONDITIONED.

In the distinguished world of the
HOTEL New Weston
Madison Ave. at 50th St.
New York • PLaza 3-4800
KNOTT TK HOTELS

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon ... at lunch or dinner.

To graphically illustrate the FBI's four basic rules, WLOS-TV shot some film footage on the subject with WLOS-TV's Don Shepherd, his wife Marilyn and two children enacting each idea.

J. Edgar Hoover judges WLOS-TV contest

J. Edgar Hoover, quick to criticize tv programming, has demonstrated an equal alacrity to praise. In fact, the FBI chief has gone further for WLOS - TV Greenville - Asheville-Spartanburg, S. C. He agreed to help judge a contest and offered the cooperation of area FBI bureaus in connection with the station's contest aimed at the threats of child molestation.

Several weeks ago—prior to the sex slaying of four-year-old Googie Kiecorius in New York City—WLOS-TV launched an educational contest on this ticklish subject. Boys and girls were invited to submit drawings that would illustrate the FBI's four principal rules for their protection: turn down gifts from strangers, refuse rides from strangers, avoid dark and lonely streets, and know your policeman.

More than 1,000 entries followed the initial announcement on WLOS-TV's two major shows for children. In some instances teachers had entire classes make entries as class assignments.

Mr. Hoover, contacted by WLOS-TV, gave his blessings and congratulations on the project, offered whatever assistance might be needed by FBI bureaus in the area as well as his own services as a judge. In addition, he has requested a complete and detailed report on the handling of the project as well as its results.

Admen turn to radio to tell their story

Throughout the West, the "Sound of Advertising" is coming into millions of homes and cars via radio, as western stations continue the campaign launched during Advertising Week (Feb. 5-11) into Advertising Year.

Brainchild of Marvin Cantz of Tilds & Cantz, Los Angeles, who is chairman of the campaign for the Western States Advertising Agencies Assn., the campaign is based on the idea that "much of the popular agitation against advertising can be eliminated through a strong, consistent program that will *educate* the public. When the American consumer really understands the meaning of a free market and appreciates the freedom to buy and sell, the value of advertising will then be recognized as a vital factor in our economy . . . and not before!"

In the campaign, Mr. Cantz proceeded on the premise that "the true function of advertising can best be appreciated by teaching the public what it understands best: Few consumers, for example, would argue with the personal benefits of free choice in the marketplace. From this economic truth, it's only a short step to understanding the importance of advertising in our economy."

Each of the four radio spots, to which a tv series will be added if present plans materialize, opens with a familiar sound followed by the words: "This is the sound of America." For example, here's a spot that begins with the sound of the cash register:

ANNCR. (George Fenneman): *This* is the *sound* of America. (PAUSE) You hear it *every day* . . . in stores and supermarkets *everywhere*. It's the sound of *people shopping*. These people are American *consumers*, like yourself. And they're fully *informed* about *better products* and *better values* . . . because of *Advertising*. . .

FEMALE VOICE: I'll take six of *these* . . . king size, please. And let me have two of *those* you have on sale. No, no . . . better give me *these* . . . my husband likes *this flavor* better. Oh, and I need some. . .

SOUND: FADE OUT

ANNCR.: . . . six of *these* and two of *those* . . . and a lot more of *this* and *that*. That's the *sound* of *America* . . . where the "customer is king." *Free* to *choose* from a tremendous *variety* of *advertised* products.

With the help of *Advertising*, you decide *which* product is best for *you*. *You're* the judge. And *Advertising* is your *guide* to almost any product you *want* or *need*.

The sound of *Advertising* is *also* the sound of *free Americans—earning* more, *buying* more, and living *better*.

WORL goes to the birds for promotional aid

WORL Boston has brought back the carrier pigeon and found him to be a successful promoter. To tell local advertisers, agencies and the press about its new format, WORL enlisted the aid of 100 carrier pigeons and sent out invitations in capsules on the pigeons' legs.

The recipient would signify his acceptance by filling out the enclosed form, insert it back in the capsule and release the pigeon.

In a few days 94 pigeons had returned to their lofts, leaving six unaccounted for.

Vancouver hits jackpot

Three Vancouver, B.C., radio stations, CKWX, CKNW and CKLG, operated big cash and merchandise prize contests during February. CKWX earmarked $52,000 for the promotion with listeners offered $50 if their lucky number was drawn. The station picked 31 numbers a day, paid out on 20% of them. Numbers were distributed in 250,000 booklets, each with six numbers.

CKNW had $43,000 in prizes, with listeners eligible for $49 if number called, $98 if they also had sponsored products, Success Wax, Kraft Miracle Whip, Jello Instant Pudding, and Colgate Super Fab. Numbered booklets were mailed to listeners in the area.

CKLG conducted a radio bingo, sponsored by local retailers. It had a potential payoff of $10,000.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Feb. 16 through Feb. 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

APPLICATION

Austin, Tex.—Texas-Longhorn Bcstg. Corp. uhf ch. 18 (494-500 mc); ERP 18.48 kw vis., 11.088 kw aur.; ant. height above average terrain 578 ft., above ground 449 ft. Estimated construction cost $33,000, first year operating cost $40,000 revenue $60,000. P.O. address 3825 Ruth, Apt. 4, Houston 4. Studio & trans. location near Oak Hill, Tex. Geographic coordinates 30° 13′ 40″ N. Lat., 97° 54′ 30″ W. Long. Trans. RCA, ant. RCA. Legal counsel Alfred Winder, Houston. Principals include **John R. Powley** (50%) and **Robert D. Ballard** (25%). Mr. Powley is employe KTRK-TV Houston and Mr. Ballard is former employe KWBA Bayton, Tex. Ann. Feb. 23.

Existing tv station

ACTION BY FCC

WLUK-TV Green Bay, Wis.—Waived sec. 1.308 of rules and granted application to change trans. location from near Flintville to Green Bay antenna farm near DePere, with ERP 309 kw vis. and 155 kw aur., and ant. height 1,250 ft.; conditioned that no construction be commenced until its application to increase tower and ant. height shall have been dismissed and, further, that existing tower be dismantled within 90 days after commencement of programming from new facilities. Comr. Bartley dissented. Ann. March 1.

New am stations

ACTIONS BY FCC

Victorville, Calif.—Jerry Carr. Granted 1590 kc, 500 w D. P.O. address 1409 Geary St., San Francisco. Estimated construction cost $11,900, first year operating cost $36,000, revenue $40,000. Mr. Carr is majority owner **Joveco Yogurt Dairy** in San Francisco. Ann. Feb. 23.

Mount Olive, N. C.—The Mount Olive Bcstg. Co. Granted 1430 kc., 1 kw. D. P.O. address Box 912, Henderson, N. C. Estimated construction cost $8,000, first year operating cost $35,000, revenue $42,000. Principals are **James H. Mayo,** 51%, **Mrs. Lottie S. Weldon,** 49%. Mr. Mayo is chief engineer of WHNC Henderson, N. C. Mrs. Weldon is in farming. Ann. Feb. 23.

APPLICATIONS

Quincy, Calif.—Pioneer Bcstrs. Inc. 1370 kc, 500 w D. P.O. address Box 53. Estimated construction cost $22,411, first year operating cost $30,000, revenue $45,000. Principals are **Richard G. Anderson, John Harvey Boyd Jr.,** and **Timothy E. Armstrong** (one-third each). Mr. Anderson is undertaker, Mr. Boyd is retailer and Mr. Armstrong is radio announcer. Ann. Feb. 23.

Madawaska, Me., St. Croix Bcstg. Co.—1230 kc, 1 kw D., 250 kN. P.O. address 281 Main St., Calais, Me. Estimated construction cost $14,400, first year operating cost $46,000, revenue $65,000. Principals include **Robert D. Hawley** 40.6%, **John H. Vondell Jr.** 27% and **Wesley J. Wentworth** 27%. Applicants now operate WQDY Calais, Me. Ann. Feb. 23.

London, Ohio—WMAD Inc. 1510 kc, 250 w D. P.O. address 25½ S. Main St. Estimated construction cost $30,719, first year operating cost $34,800, revenue 38,000. Principal owner is **J. T. Winchester,** who is employe of WBNS-TV Columbus, Ohio. Ann. Feb. 27.

Bartlesville, Okla.—Osage Programmers. 1500 kc, 1 kw D. P.O. address Box 1267. Estimated construction cost $14,526, first year operating cost $27,324, revenue $32,400. Principals are **Richard J. Houser** and **Bedwin H. Steely,** equal partners. Both are in U. S. Army Communications Service Group. Ann. Feb. 27.

Alvin, Tex.—Alvin Bcstg. Co. 1120 kc, 250 w D. P.O. address 1403 Adoue St. Estimated construction cost $6,824, first year operating cost $16,499, revenue $53,976. Principals are **John Kraak** (50%) and **B. D. Flora Jr.** and **Mary Ellen Flora** (25% each). Mr. Kraak is in trucking business. Both Messrs. Kraak and Flora have interests in bowling center. Ann. Feb. 27.

Existing am stations

ACTIONS BY FCC

KFAY Fayetteville, Ark. — Granted increased power on 1250 kc, D, from 500 w to 1 kw; engineering condition. Ann. March. 1.

KUBA Yuba City, Calif. — Granted increased daytime power on 1600 kc, DA-N, from 1 kw to 5 kw, continued nighttime operation with 500 w; engineering condition. Ann. Feb. 23.

WSPB Sarasota, Fla. — Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition and Sec. 317 condition. Ann. Feb. 23.

WTNT Tallahassee, Fla. — Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 23.

WGPC Albany, Ga.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 23.

WIBB Macon, Ga. — Granted increased power on 1280 kc, D, from 1 kw to 5 kw; remote control permitted; engineering conditions. Ann. Feb. 23.

WVLD Valdosta, Ga.—Granted change from SH to unl., continued operation on 1450 kc, 250 w. Also granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

KLER Orofino, Idaho—Granted increased power on 950 kc, D, from 500 w to 1 kw; engineering conditions. Ann. Feb. 23.

WBIW Bedford, Ind.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. March 1.

WCSR Hillsdale, Mich.—Granted increased power on 1340 kc from 100 w, unl. to 250 w N, 500 w LS; engineering conditions. Ann. Feb. 23.

KDMA Montevideo, Minn. — Granted change from DA-1 to DA-N, continued operation on 1460 kc, 1 kw, unl.; engineering condition. Comr. Bartley abstained from voting. Ann. Feb. 23.

KROC-AM-TV Rochester, Minn.—Granted transfer of control from **Lawrence C. Miller** et al., trustees of estate of **Gregory P. Gentling,** deceased, to **Agnes P., Allen A., Phillip H., Gordon P.,** and **G. David Gentling;** settlement of estate. Ann. Feb. 23.

KWLM Willmar, Minn.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Comr. Bartley abstained from voting. Ann. Feb. 23.

WPTR Albany, N. Y.—Is being advised that applications for (1) renewal of license and (2) transfer of control by Schine Chain Theatres Inc., from Shineboro Inc., to Schine Enterprises Inc. (BTC-3439) indicate necessity of a hearing because of indications of unauthorized transfer of such control and antitrust consideration. Ann. Feb. 23.

WGHQ Saugerties, N. Y.—Granted increased power on 920 kc, DA-D from 1 kw to 5 kw a,nd change station location to Kingston; engineering conditions. Ann. March 1.

KFLY Corvallis, Ore.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

WHUN Huntingdon, Pa.—Granted increased power on 1150 kc, D, from 1 kw to 5 kw; remote control permitted; engineering condition. By letter, denied petition by WDEL Wilmington, Del., to designate application for hearing. Ann. March 1.

WKVA Lewistown, Pa.—Granted change on 920 kc, from 1 kw, D, to 500 w N, 1 kw-LS, DA-N; engineering conditions. Ann. Feb. 23.

WAIM Anderson, S. C.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 23.

WGNS Murfreesboro, Tenn.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Feb. 23.

KVAN Camas, Wash.—Granted application to move station to Vancouver, continued operation on 1480 kc, 1 kw, D; engineering condition. Chrm. Ford and Comr. Bartley dissented. Ann. Feb. 23.

KLOG Kelso, Wash.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

KTHE Thermopolis, Wyo.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Feb. 23.

APPLICATIONS

WPRN Butler, Ala.—Cp to change frequency from 1220 kc to 1240 kc, change hours of operation from D to unl. using power of 250 w 1 kw-LS. Ann. Feb. 27.

KRGI Grand Island, Neb.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and make changes in ant. system (resistor). Ann. Feb. 24.

WLEU Erie, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450kc). Ann. Feb. 23.

KZEY Tyler, Tex.—Cp to increase power from 250 w to 1 kw, install new trans. and make changes in DA pattern. (690 kc). Ann. Feb. 28.

WHVF Wausau, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Feb. 24.

New fm stations

ACTIONS BY FCC

Cullman, Ala.—Cullman Bcstg. Co. Granted

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
DIstrict 7-8531

97.1 mc, 24.5 kw. Ant. height above average terrain 145 ft. P.O. address Box 620. Estimated construction cost $17,761, first year operating cost $1,000, revenue $1,000. **Hudson C. Miller Jr.**, sole owner, owns WKUL Cullman. Ann. March 1.

Montgomery, Ala.—Advertiser Co. Granted 103.3 mc, 29 kw. Ant. height above average terrain 210 ft. P.O. address 107 S. Lawrence St. Estimated construction cost $45,340, first year operating cost $53,953, revenue $49,153. Group headed by **R. F. Hudson**, 72%, president. Ann. March. 1.

Gulfport, Fla. — World Christian Radio Foundation Inc. Granted 101.5 mc, 75 kw, P.O. address 584 Crystal Dr., Madeira Beach, Fla. Estimated construction cost $85,315, first year operating cost $30,000, revenue $30,000. Applicant is non-profit organization. Ann. March 1.

***Galesburg, Ill.—Knox College.** Granted 88.1 mc, 10 w. Ann. Feb. 23.

South Beloit, Ill. — Beloit Bcstrs. Inc. Granted 103.1 mc, 1 kw. Ant. height above average terrain 130 ft. P.O. address c/o Russ Salter, 914 S. Catherine, LaGrange, Ill. Estimated construction cost $7,950, first year operating cost $1,000. Fm station will duplicate WBEL South Beloit, Ill. Ann. March 1.

Wichita, Kan.—Wichita Beacon Bcstg. Co. 101.3 mc, 17 kw. Ant. height above average terrain 135 ft. P.O. address Box 486. Estimated construction cost $22,280, first year operating cost $4,800, revenue $6,000. Principals are John M. Hall, 33⅓%, Estate of Max and Louis Levand, 33⅓%, and others. Ann. March 1.

Gloucester, Mass.—Simon Geller. Granted 93.5 mc, 200 w. Ant. height above average terrain 180 ft. Ann. Feb. 23.

Grand Rapids, Mich.—Regents of U. of Mich. Granted 104.1 mc, 110 kw. P.O. address 504 S. State St., Ann Arbor, Mich. Estimated construction cost $59,515, first year operating cost $18,000. Non-commercial, educational. Ann. March 1.

Grand Rapids, Mich.—WOOD Bcstg. Inc. Granted 105.7 mc, 250 w. Ant. height above average terrain 820 ft. Permittee is licensee WOOD Grand Rapids. Ann. March 1.

York, Pa.—Susquehanna Bcstg. Co. Granted 103.3 mc, 6.5 kw. P.O. address 53 N. Duke St., York, Pa. Estimated construction cost $12,095, first year operating cost $20,000, revenue $15,000. Principals include **Louis J. Appell** estate, 88.11%, and others. Susquehanna Bcstg. is owner of WSBA-AM-TV York, and 90% owner of WARM Scranton, Pa. and WHLO Akron, Ohio. Ann. March 1.

Knoxville, Tenn.—WKGN Inc. Granted 103.7 mc, 27.5 kw. Ant. height above average terrain 173 ft. P.O. address Box 1750. Estimated construction cost $23,550, first year operating cost $24,000, revenue $30,000. Principals include **Abe D. Waldauer**, 41.18%, **George P. Mooney**, 17.65%, **Don Lynch**, 17.65%, and others. Messrs. Waldauer, Mooney, and Lynch have interests in WKGN Knoxville. Ann. Feb. 23.

Fort Worth, Tex.—KXOL Inc. Granted 99.5 mc, 27 kw. Ant. height above average terrain 144 ft. P.O. address 3004 W. Lancaster. Estimated construction cost $23,540, first year operating cost $24,000, revenue $30,000. KXOL Inc. is licensee of KXOL Fort Worth, Tex. Ann. March 1.

***College Place, Wash.—Walla Walla College.** Granted 88.1 mc, 160 w. Ant. height above average terrain minus 59 ft. Ann. March 1.

APPLICATIONS

Montgomery, Ala.—Broadcast Service of Montgomery Inc. 101.9 mc, 31.4 kw. Ant. height above average terrain 143 ft. P.O. address Box 1008, Hattiesburg. Estimated construction cost $18,500, first year operating cost $20,000, revenue $40,000. Principals are **Charles W. Holt** (70%). **Robert N. Robinson** (20%) and **Connie I. Holt** (10%). They also own WHSY Hattiesburg, Miss. Mr. Charles Holt also owns interest in WHNY McComb, Miss. Ann. Feb. 23.

Chicago Heights, Ill.—South Cook Bcstg. Inc. 103.9 mc, 1 kw. Ant. height above average terrain 99 ft. P.O. address 119 Olympia Place. Estimated construction cost $6,500, first year operating cost $5,000, revenue $10,000. South Cook Bcstg. Inc. owns WCGO Chicago Heights. Ann. Feb. 28.

DeKalb, Ill., DeKalb Radio Studios Inc.—99.1 mc, 3.14 kw. P.O. address 711 N. First St. Ant. height above average terrain 159 ft. Estimated construction cost $10,767, first year operating cost $8.000, revenue $8,000. Company operates WLBK Dekalb and WPAL Appleton, Wis. Ann. Feb. 23.

Des Moines, Iowa—New Directions Bcstg. Corp. 96.5 mc, 1.41 kw. P.O. address 400 Empire Bldg. Ant. height above average terrain 142 ft. Estimated construction cost $15,498, first year operating cost $37,500, revenue $40,000. Stockholders of applicant are **Richard L. Hopkins** 19.3%, **Donald J. Hopkins** 14.4% and 13 others. Richard Hopkins is editorial writer. Donald Hopkins is fighter pilot. Ann. Feb. 23.

Houghton Lake, Mich., Sparks Bcstg. Co.—98.5 mc, 6.73 kw. P.O. address 2201 Woodward Heights Blvd., Ferndale, Mich. Ant. height above average terrain 191 ft. Estimated construction cost less than $500 (using trans. and monitor of WOMC [FM] Detroit). Company operates WEXL Royal Oak, Mich., and WGHR Houghton Lake. Ann. Feb. 23.

Ownership changes

ACTIONS BY FCC

KTCN Berryville, Ark.—Granted assignment of license to **Ozark Radio & Equipment Inc.**; change from partnership to corporation. Ann . March 1.

WORT New Smyrna Beach, Fla.—Granted relinquishment of negative control by **John C. Dent** and **Robert E. Wasdon** through sale of stock to **Edward I .Cutler** and **Leon C. Hall**; consideration $1,000 and agreement to assume one-half of outstanding subscriptions to purchase additional stock when issued by permittee. Ann. March 1.

KWIK Pocatello, Idaho—Granted transfer of control from **Harlan E. Miles** and **William T. Woods** to **John W. Lewis, Marvin M. Mollring** and **Marshall True**; consideration $7,000. Mr. True has interest in WIBV Belleville, Ill. Ann. March 1.

KWKY Des Moines, Iowa—Granted assignment of license to **Tedesco Inc. (Nicholas Tedesco**, president, and **Victor J. Tedesco** have interests in KCUE Red Wing, Minn.; **KFNF Shenandoah, Iowa**, and **WIXK New Richmond, Wis.**); consideration $165,000. Ann. March 1.

WGIR Manchester, N. H.—Granted (1) renewal of license and (2) assignment of license to **Knight Radio Inc. (Norman Knight**, president, owns WHEB Portsmouth, WTSV-AM-FM, Claremont; WTSL Hanover, all New Hampshire, and WEIM Fitchburg, Mass.) consideration $327,500 and agreement not to compete for period of eight years within radius of 50 miles of Manchester. Comr. Bartley dissented and stated: "I dissent. I cannot find that the public interest is served by the assignee's use of combination discount rates as a competitive tool. I believe the charging of lower rates for additional stations on which advertising is purchased results in a competitive advantage which is unfair to the operator of a single station in such market or markets." Ann. March 1.

KFUR-TV Santa Fe, N. M.—Granted (1) application for cp to replace expired permit, and (2) assignment of cp from **Harrison M. Fuerst** to **Raymond F. Hayes** and **Milford Kay**, (K & H Television Station) consideration $2,700 for out-of-the-pocket expense. Comr. Bartley dissented. Ann. March 1.

WRIB Providence, R. I.—Granted transfer of control from **Frank** and **John Rao** and **Irma Pace** to **Springfield Bcstg. Co. (Paul J. Perreault**, president); consideration $225,000 for 100% interest and agreement not to compete within 25 miles for five years. Ann. Feb. 23.

WKFD Wickford, R. I.—Granted assignment of cp from **Jack C. Salera** to **Mr. Salera** and **Joseph A. DeCubellis**; partnership to reimburse Mr. Salera for expenses incurred by him as individual in construction of station. Ann. March 1.

KFST Fort Stockton, Tex.—Granted transfer of control from **George, Frank** and **Emily Baker** to **Kenneth Z. Bond, Billy H. Hubbs** and **Rex L. Billingsley**; consideration $35,750 for 55% interest; Mr. Hubbs and his father Barney Hubbs (also stockholder), have interests in KIUN Pecos, KVLF Alpine, both Texas. Latter has interest also in KVFC Cortez, Colo. Ann. Feb. 23.

APPLICATIONS

WEMB Erwin, Tenn.—Seeks assignment of license from **Max M. Blakemore** to **V. F. Jackson, H. C. Jackson** and **James E. True Jr.** (one-third each) for $55,000. V. F. Jackson has furniture and oil interests in partnership with H. C. Jackson. Mr. True is program director of WNVA Norton, Va. Ann. Feb. 23.

WSAZ-AM-TV Huntington, W. Va.—Seeks transfer of control of 89% of **WSAZ Inc.** from **Huntington Pub. Co.** to **WJR, The Goodwill Station Inc.** for $5.471 million. WJR is licensee of WJR-AM-FM Detroit and WJRT (TV) Flint, Mich. WJR had earlier purchased 11% of WSAZ Inc. for $673,750. Ann. Feb. 23.

WCVP Murphy, N. C.—Seeks assignment of license from **Cherokee Bcstg. Co. (E. C.** and **Max Blakemore)** to Max Blakemore for $27,500. Assignment is contingent upon FCC approval of sales by Max Blakemore of WEMB Erwin, Tenn. E. C. Blakemore is father of Max Blakemore. Ann. Feb. 23.

KWYO Sheridan, Wyo.—Seeks transfer of control from **Rosalie E. Carroll**, individually and as executrix of estate of **James W. Carroll**, deceased to **Donald E. Tannehill** for $53,049.75. Prior to transfer estate of Mr. Carroll and Mr. Tannehill, each owned 50%. Ann. Feb. 27.

KWCX Willcox, Ariz.—Seeks assignment of cp from **Paul Merrill** to **Cochise Bcstg. Co.** for $32,500. Principal owner will be **Rex E. Allen**, free lance entertainer and music publisher. Ann. Feb. 27.

WRMT Rocky Mount, N. C.—Seeks transfer of control of Olinda Enterprises Inc. through transfer of controlling interest from **Marvin R. Robbins** to **Norman J. Suttles** for $24,000. Prior to transfer, Mr. Robbins owned 56.2%, Mr. Suttles 29.3%. After transfer Mr. Robbins will own 3.5%, Mr. Suttles, 64.5%. Ann. Feb. 24.

WMET-AM-FM Miami Beach, Fla.—Seeks transfer of control of **Community Service Bcstrs. Inc.** from **James R., William J. Williams, Thomas E. Wood Jr., Richard B. Baker** and **L. F. Foster** to **George Norman** and **Cloyd E. Wangsgard** (50% each) for $5,000 and payment of $248,000 in notes payable. Mr. Norman has interests in KSVN Ogden, Utah, and KTWL Golden, Colo. Mr. Wangsgard is CPA. Ann. Feb. 24.

WKBX Kissimmee, Fla.—Seeks assignment of license from **Mid-Florida Bcstg. Inc.** to **Carl T. Langford**, receiver. Station filed bankruptcy claim due to hurricane damage. Ann. Feb. 27.

WAVP Avon Park, Fla.—Seeks assignment of license from **Mid-Florida Bcstg. Inc.** to **Carl T. Langford**, court appointed receiver in bankruptcy preceeding. Ann. Feb. 27.

WNVY Pensacola, Fla.—Seeks assignment of license from **Florida Radio & Bcstg. Corp.**, to **Radio Pensacola Inc.**, present owner of licensee. Ann. Feb. 23.

WSEB Sebring, Fla.—Seeks assignment of license from **Radio Sebring** to **Highlands Bcstg. Corp.** for $40,000. Purchasers are **William K. Diehl** (40%), **Milton J. Hinlein** (40%) and **Andrew V. Denonn** (20%). Mr. Diehl has interest in WISP Kinston, N. C., Mr. Hinlein

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in KDRO Sedalie, Mo. Mr. Denonn is former announcer at WISP. Ann. Feb. 27.

KQIP (FM) Odessa, Tex.—Seeks assignment of cp from **James F. McCubbin** to **Texas Broadcast Industries Inc.** for $16,055. Purchasers include **Mr. McCubbin** (26%) and **Roy Elsner** (48%). Mr. Elsner is former manager KECK Odessa. Ann. Feb. 27.

WORD Spartanburg, S. C.—Seeks assignment of license from **WORD Inc.** to **Henderson Belk** for $175,000. Mr. Belk owns WGUS North Augusta, S. C., and WIST Charlotte, N. C. Ann. Feb. 24.

KYFM (FM) Oklahoma City, Okla.—Seeks assignment of license from **Capitol City Bcstg. Co.** to **Groven Bcstg. Co.** for $27,200. Purchasers are **Bernard Groven** (80%) and **Richard H. Gundle** (20%). Both are employes of WKLO Louisville, Ky. Ann. Feb. 23.

KFHA Tacoma, Wash.—Seeks assignment of license from **Thomas H. Henderson**, receiver of **KFHA Inc.** to **Radio Sales Corp.** for $60,000. Purchasers are **Ralph W. Burden** (50%), **Ralph W. Burden Jr.** (48%) and **Janice M. Burden** (2%). Ralph W. Jr. and wife Janice own 50% of KEEP Twin Falls, Idaho. Mr. Burden Sr. is in real estate. Ann. Feb. 28.

WERL Eagle River, Wis.—Seeks assignment of cp from **Eagle River Bcstg. Co.** to **Eagle River Bcstg. Inc.** for $20,000. Purchasers include **George Palo, Thomas B. Beckwith** and **Martin H. Sahs** (22.22% each). Mr. Palo is employe WJMC Hayward, Wis. Mr. Beckwith is tree farmer. Dr. Sahs is physician. Ann. Feb. 24.

KASL Newcastle, Wyo.—Seeks transfer of control of **Northeast Wyoming Bcstrs. Inc.** through sale of 100% of stock by **Stella S. Parrott** and **William L. Fisher** to **Northern Wyoming Bcstg. Corp.** for $40,000. Purchasers are **Malcolm D. Wyman** (29%); **Jack Rosenthal** (28%); **Edward H. Weinberg** (28%) and **Jeanette Maxwell** (15%). Messrs. Wyman and Rosenthal and Mrs. Maxwell own KBBS Buffalo, Wyo. Mr. Weinberg owns Chicago baby diaper service. Ann. Feb. 23.

WGBB Freeport, N. Y.—Seeks transfer of control of **Long Island's First Station Inc.** from **Huntington-Montauk Bcstg. Inc.** to **Fifth Market Bcstg. Inc.** through merger. Ann. Feb. 27.

WGSM Huntington, N. Y.—Seeks transfer of control of **Huntington-Montauk Bcstg. Inc.** to **Fifth Market Bcstg. Inc.** for $287,885, and assignment of license from **Huntington-Montauk** to **Fifth Market.** Purchasers are **Edward J. Fitzgerald** and **Gertrude C. Fitzgerald,** who presently own minority interest in Huntington-Montauk. Huntington-Montauk also owns WGBB Freeport, N. Y. Ann. Feb. 27.

KARY Prosser, Wash.—Seeks transfer of control of **Prosser-Grandview Bcstrs. Inc.** through purchase of stock by the corporation for $8,500. Ann. Feb. 23.

KTUE Tulia, Tex.—Seeks transfer of control of **KTUE Radio Inc.** from **Marshall Formby, Clint Formby** and **Graddy Tunnell** to **W. A. Amburn** (49%), **Sidney G. Hooper** (49%) and George J. Jennings Jr. (2%) for $65,000. Mr. Amburn owns printing business. Mr. Hooper sells securities and oil properties. Mr. Jennings is lawyer. Ann. Feb. 28.

Hearing cases

FINAL DECISIONS

■ By decision, commission granted application of Richard C. Simonton, (Telemusic Co.) for new class B fm station to operate on 95.1 mc in San Bernardino, Calif. Commissioner King not participating. May 26, 1960 initial decision looked toward this action. Ann. Feb. 23.

■ By decision, commission granted application of Fisher Bcstg. Co. for new tv station to operate on ch. 2 in Portland, Ore., and denied competing application of Tribune Publishing Co. Dec. 31, 1959 initial decision looked toward this action. Ann. Feb. 23.

■ By decision, commission granted application of May Bcstg. Co. for renewal of license of KMA Shenandoah, Iowa. Commissioner Bartley dissented. Nov. 10, 1959 initial decision looked toward this action. Ann. Feb. 23.

■ By order, commission made effective Nov. 8, 1960 initial decision, as amended, and (1) dismissed without prejudice application of Radio American West Indies Inc., for a new tv station to operate on ch. 8 in Christiansted, St. Croix, Virgin Islands, and (2) granted application of Supreme Bcstg. Inc. of Puerto Rico, for same facility. Ann. Feb. 23.

■ By memorandum opinion and order, commission granted petitions by following applicants for reconsideration, severed from consolidated proceeding in Dockets 13711 et al., and granted without hearing applications of Independence Bcstg. Inc. (WHAT), Philadephia, Pa.; WRAW Inc. (WRAW), Reading, Pa.; WBRE Radio Inc. (WBRE), Wilkes-Barre, Pa.; Community Bcstg. Corp. (WALL), Middletown, N. Y., and Mid-Atlantic Bcstg. Co. (WMID), Atlantic City, N. J., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing Class IV stations in event they are subsequently authorized to increase power to 1 kw, and WMID with added engineering condition. Ann. Feb. 23.

■ By memorandum opinion and order, commission granted petition by Greylock Bcstg. Co., severed from consolidated proceeding in Dockets 13711 et al., and granted its application to increase daytime power of WBRK Pittsfield, Mass., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing Class IV stations in the event they are subsequently authorized to increase power to 1 kw. Ann. Feb. 23.

First trial subscription-tv grant was made by commission to Hartford Phonevision Co., licensee of WHCT (TV) (ch. 18), Hartford, Conn., over which initial air-transmitted pay-tv operation will be conducted. This is first and only application received by commission under conditions laid down in 1959 when it opened door to public pay-tv trials by tv stations.

Participating in Hartford test will be RKO General Inc., sole owner of Hartford Phonevision Co. and local franchise holder for "Phonevision" subscription system to be used in trial; Zenith Radio Corp., developer and patent holder of that system; and Television Entertainment Inc. (Teco), Zenith's patent licensee.

RKO has assumed expense of Hartford test, which it estimates will cost up to $10 million and which it does not expect to recover during three-year period.

WHCT contemplates airing selected subscription programs, without commercials, about 40 hours a week, of which some 17 hours would be unduplicated. Approximately 30 additional hours will be conventional "free" tv fare. It expects first-run films to predominate pay programs, with stage, music, educational and sports as added attractions. The two types of programs will not be transmitted simultaneously. All of WHCT's broadcasting will be in monochrome.

Zenith's "Phonevision" system employs an encoder (which scrambles both picture and sound transmission) and a decoder (descrambler) connected to subscriber's set. Knob of decoder is turned to index number for desired pay program and automatic switch then shifts from free to fee broadcast. Program identification numbers are expected to be furnished subscribers by newspaper publication or program booklet distribution.

A credit-type of decoder is proposed initially. Program usage will be recorded on billing tape inside decoder. Customer is expected to examine the tape (probably monthly), add up charges, and send tape and payment to station.

Subscribers will not be required to purchase decoding or other special equipment. Only charges contemplated, other than for programs, are for installation and rental of decoder. Estimated installation charge is from $7.50 to $10. Maintenance charge, covering maintenance and repairs and depreciation, is expected to be from 75 cents a week to $28 a year.

Per-program charge will range from about 25 cents to $3.50, depending upon cost factors, with majority of programs being in price range of 75 cents to $1.50. Charges would not vary with number of viewers in subscriber's home. If same feature film is run twice in same evening, plans call for one charge per set for both showings.

Decoders will be installed only at locations which can receive WHCT's signal satisfactorily. Commencement of operations is planned after 2,000 decoders have been installed, which WHCT expects will require six months, with expectation of 10,000 installations at end of first year.

Commission's report and decision which made this grant after hearing emphasizes its trial nature and subjects it to certain conditions. Authorization is for three-year period prescribed for such trials, subject to termination if WHCT's license should not be renewed during that time. WHCT's trial period will start with its first transmission of pay programs to subscribers.

STAFF INSTRUCTIONS

■ Commission on Feb. 23 directed preparation of document looking toward granting application of Booth Bcstg. Co. to change facilities of WTOD Toledo, Ohio,

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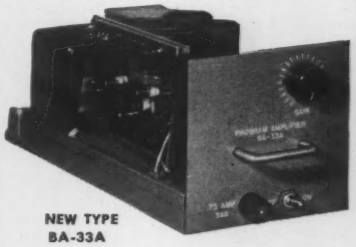

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from nondirectional with 1 kw to directional with 5 kw, continued operation on 1560 kc, D Sept. 19, 1960 initial decision looked toward this action.

Commission on Feb. 23 directed preparation of document looking toward accepting 1960 census population figures and granting application of Booth Bcstg. Co. to increase daytime power of WSGW Saginaw, Mich., from 7 kw to 5 kw, continued operation on 790 kc, 1 kw-N, DA-2. May 18, 1960 initial decision looked toward denying application.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward (1) granting applications for new am stations to operate on 1550 kc of (a) Radio Crawfordsville Inc., with 250 w, DA-N, U, in Crawfordsville, Ind. (b) Sullivan County Bcstrs. Inc., with 250 w, D, in Sullivan, Ind.; (c) Southern Wisconsin Inc., with 1 kw, DA, D, in Lake Geneva, Wis.; (d) Grundy Bcstg. Co., with 250 w, D, in Morris, Ill., and (e) Air Capitol Inc., with 5 kw, DA, D, in Madison, Wis.; (2) denying application of Des Plaines-Arlington Bcstg. Co. for new station on 1550 kc, 5 kw, DA-D, in Des Plaines, Ill., and (3) granting petition by North Shore Bcstg. Inc. to dismiss without prejudice its application for new station on 1550 kc, 5 kw, DA-1, U, in Madison, Wis. Ann. March 1.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Concert Network Inc., for new Class B fm station to operate on 101.5 mc with ERP 20 kw and ant. height 500 ft., in Trenton, N. J., and denying application of WBUD Inc., for same facility with ant. height 132 ft. Ann. Feb. 24.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Radio Millington Inc., for new am station to operate on 1380 kc, 500 w, D, in Millington, Tenn. Ann. Feb. 24.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward denying application of James D. Childress and James E. Reed, (Mountain Empire Radio Co.) for new am station to operate on 1460 kc, 500 w, D, in Clinton, Tenn. Ann. Feb. 23.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting applications of Clarke Bcstg. Corp. (WGAU), Athens Ga., WAKE, Inc. (WAKE), Atlanta, Ga., and Savannah Valley Bcstg. Co. (WBBQ), Augusta, Ga., to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Ann. Feb. 23.

OTHER ACTIONS

■ By order, commission extended effective date of rules requiring tv stations to have type-approved frequency and modulation monitors at station whenever trans. is in operation, pending final decision in rulemaking proceeding which looks toward eliminating that requirement. Accordingly, Sec. 3.690(a) and 3.691(a) of rules were amended to reflect extension date. Ann. March 1.

■ By memorandum opinion and order, commission denied petition by WMFJ Inc. (WMFJ), Daytona Beach, Fla., requesting issuance of order to Coastal Carolina Bcstg. Corp. to show cause why license for WMYB Myrtle Beach, S. C. (1450 kc, 250 w, U), should not be modified to specify daytime operation with 1 kw contingent upon grant of applications of stations WMFJ and WHSC both Hartsville, S. C., WCCP Savannah, Ga., and WQSN Charleston, S. C., each seeking increased daytime power from 250 w to 1 kw, continued operation on 1450 kc with 250 w N, which are in consolidated hearing in Dockets 13356-9. Ann. March 1.

■ By order, commission appointed Chief Hearing Examiner James D. Cunningham, in lieu of Honorable Horace Stern (no longer available to serve as presiding officer), to preside in further hearings ordered on remand by U. S. Court of Appeals in proceeding on applications of WORZ Inc., and Mid-Florida Television Corp. (WLOF-TV) for new tv stations to operate on ch. 9 in Orlando, Fla. and to issue an initial decision. All parties to proceeding have consented to appointment of a hearing examiner of commission to preside in matter and to issue initial decision. Order shall not take effect until it has been presented to Court of Appeals for Court's information and such action as Court may deem appropriate in light of provisions of its present mandate. Ann. Feb. 24.

■ By order, commission granted petition by Golden Gate Bcstg. Corp. (KSAN), San Francisco, Calif., and amended Issue 6 in am consolidated proceeding in Dockets 13649-13653 to determine whether the rooftop antenna system proposed in KSAN application is in compliance with Sec. 3.188 (d) of the rules, and, if not, whether circumstances exist which would warrant waiver of that section. Ann. Feb. 23.

■ By memorandum opinion and order, commission, on petition by Blue Island Community Bcstg. Inc., severed from six-party consolidated proceeding in Dockets 12604 et al., and retained following four applicants for fm facilities in hearing on issues pertinent to them: Blue Island Community Bcstg. Co., Inc., Blue Island, Ill.; Elmwood Park Bcstg. Corp., Elmwood Park, Ill., for new stations to operate on 105.9 mc; Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of WXFM (fm) on 105.9 mc in Elmwood Park, and Edward L. Waterman for new station on 105.5 mc in Park Forest, Ill. Ann. Feb. 23.

■ By order, commission dismissed petition by KARA Inc. (KARA), Albuquerque, N. M., for enlargement of issues in am consolidated proceeding in Dockets 13837-13840. KARA is no longer party to proceeding. Ann. Feb. 23.

■ By memorandum opinion and order, commission denied request by KWK Radio Inc., seeking bill of particulars in proceeding on revocation of license of KWK St. Louis, Mo. Commissioner King concurred in part and dissented in part. Ann. Feb. 23.

■ By memorandum opinion and order, commission deleted issues in proceeding on specification of trans. and ant. site by Nathan Frank for WNBE-TV (ch. 12), New Bern, N. C., and substituted issues pertinent to his proposed site on Neuse River; granted in part joint petition by the Dept. of the Navy, Dept. of the Army, and Federal Aviation Agency to enlarge and delete issues; deleted those agencies as parties to proceeding and made Richmond Television Corp. (WRVA-TV, ch. 12), Richmond, Va., party; and dismissed petitions by WRVA-TV and Broadcast Bureau filed Jan. 24 and Jan. 25, respectively. Commissioner Bartley dissented; Commissioner King not participating. Ann. Feb. 23.

■ Commission scheduled following proceedings for oral argument on March 30: American Bcstg.-Paramount Theatres, Inc. (KABC-FM), Los Angeles, Calif.; Caro Bcstg. Co. and Tuscola Bcstg. Co., Caro, Mich.; Herman Handloff, Newark, Del., Alkima Bcstg. Co., and Howard Wasserman, West Chester, Pa.; Stephens County Bcstg. Co. (WNEG), Toccoa, Ga.; and Martin Karig, Johnstown, N. Y.

■ By memorandum opinion and order, commission denied petition by First Presbyterian Church of Seattle (KTW), Seattle, Wash., to dismiss application of Washington State U. for exclusive nighttime operation of KWSC Pullman, Wash., presently shared with KTW. That application is in consolidated hearing with applications for renewal of licenses of KTW and KWSC. Ann. March 1.

■ By order, commission dismissed petition by Mt. Vernon Radio & Television Co. for reconsideration, severance from consolidated proceedings in Dockets 13222 et al., and grant without hearing of its application to increase power of WMIX Mt. Vernon, Ill., on 940 kc, D, from 1 kw to 5 kw, DA. Petitioner should have addressed its request for relief to presiding hearing examiner. Ann. March 1.

■ By memorandum opinion and order, commission dismissed motion by National Television Assoc. Inc., to dismiss application of WHYY Inc., in Wilmington, Del., tv ch. 12 comparative proceeding. Ann. March 1.

■ By memorandum opinion and order, commission granted petition by W. R. Frier for reconsideration and grant without hearing his application to increase daytime power of WBHF Cartersville, Ga., on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, conditioned to accepting such interference as may be imposed upon it by other existing Class IV stations in event they are subsequently authorized to increase power to 1 kw; terminated proceeding. Ann. March 1.

■ By order, commission, on its own motion, postponed oral argument in Moline Ill., tv ch. 8 comparative proceeding from March 3 to date subsequently to be determined. Ann. March 1.

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Yoakum County Bcstg. Co. Denver City, Tex.; Echols Bcstg. Co Hobbs, N. M.—Designated for consolidated hearing applications for new am stations to operate daytime only on 1580 kc; Yoakum with 250 w and Echols with 1 kw. Ann. Feb. 23.

WROK Rockford, Ill.; WGEM Quincy, Ill.; McLean County Bcstg. Co. Normal, Ill.—Designated for consolidated hearing applications involving operation on 1440 kc—WROK to increase daytime power from 1 kw to 5 kw, DA-D, continued 500 w-N; WGEM to increase daytime power from 1 kw to 5 kw, continued 1 kw-N, DA-2, and McLean for new am station to operate with 1 kw, DA-D made KIRX Kirksville, Mo., party to proceeding. Ann. Feb. 23.

High-Fidelity Bcstrs. Corp. Norristown, Pa.—Designated for hearing application for new am station to operate on 1400 kc, 100 w, U made WOND Pleasantville, N. J., and WEST Easton, Pa., parties with respect to their existing and proposed operations, and WCOJ Coatesville, Pa., party with respect to its existing operation. Ann. Feb. 23.

■ Commission granted requests by KTVB Inc., licensee of KTVB (TV) ch. 7, and Boise Valley Bcstrs. Inc., KBOI-TV, ch. 2, both Boise, Idaho, for temporary waiver of Sec. 4.602(a) of rules to operate tv intercity relay stations at KSL-TV, Salt Lake City, Utah, on 7050-7075 and 7100-7125 mc, respectively (normally reserved for common carrier use), until equipment is available for operation in 12000 mc band; no-interference condition. Ann. Feb. 23.

■ By memorandum opinion and order, Commission denied petition by Roger Williams Bcstg. Co. (WPAW), Pawtucket, R. I., for reconsideration of July 29, 1960 report and order terminating rulemaking proceedings in Docket 13264 which looked toward deleting ch. 6 from New Bedford, Mass.

Nicholasville Bcstg. Co., Jessamine Bcstg. Co. Nicholasville, Ky.—Designated for consolidated hearing applications for new am stations to operate daytime on 1250 kc, 500 w. Ann. March 1.

Cummings Bcstg. Assoc. Palm Springs, Calif.—Designated for hearing application for new am station to operate on 1340 kc, 250 w, unl. Ann. Feb. 23.

Routine roundup

■ By order, commission amended Sec. 1.359 of rules relating to giving of local notice of applications for broadcast facilities and amendments thereof, to exempt tv translator stations from requirements of subsection (c) and adding new subsection to provide that applicant filing any application or amendment thereto for tv broadcast translator station which is subject to this section shall cause to be published notice of such filing at least once during two week period immediately following tendering for filing of such application or major amendment, or, when applicant is specifically advised by commission that public notice is required in particular case pursuant to Sec. 1.355, such notice shall be published at least once during two week period immediately following commission notification, in daily, weekly, or bi-weekly publication having general circulation in community or area to be served; provided, however, that, if there is no publication of general circulation in community or area to be served, applicant shall determine appropriate means of providing required notice to general public, such as posting in local post office or other public place. Amendments are effective immediately. Ann. Feb. 28.

■ By order, commission granted request by Voice of the Orange Empire Inc. Ltd., and deleted engineering condition attached to its July 7, 1960 grant to increase daytime power of KWIZ Santa Ana, Calif., from 1 kw to 5 kw and change from DA-N to DA-2, continuing operation on 1480 kc, with 1 kw-N. Ann. Feb. 23.

■ Commission denied request of South Jersey Radio, Inc. (WOND), Pleasantville, N. J., for waiver of its policy of not assigning common call letters to stations of same licensee in different service areas. Comr. Cross dissented. South Jersey had requested assignment of call letters WOND-FM in lieu of WOSJ-FM Atlantic City, N. J.

■ On its own motion, commission set aside its January 25th grant of limited license renewal for 15 months for WITT, Wireline Radio Inc., Lewisburg, Pa., because of subsequent evidence of new technical violations and non-correction of previously cited violations.

ACTIONS ON MOTIONS

■ Commission on Feb. 23 granted petition

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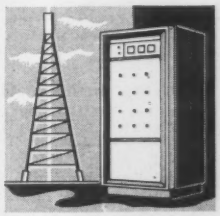

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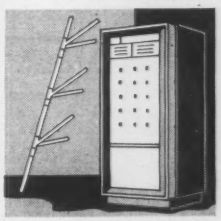

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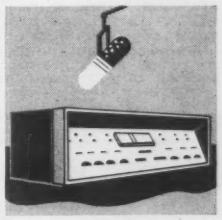

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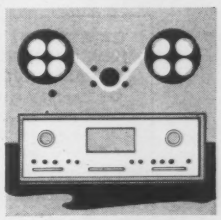

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by Federal Communications Bar Association and extended from Feb. 20 to March 13 and from March 7 to March 28 time to file comments and replies in the matter of amendment of Part 1 of procedural rules concerning payment of consideration to amend, dismiss, or not prosecute broadcast applications in proceedings involving determination pusuant to Sec. 307(b) of the act. Action Feb. 23.

By Commissioner John S. Cross

■ Granted petition by College Radio and extended to Feb. 14 time to respond to Broadcast Bureau's opposition to its petition to delete issue in proceeding on its application and that of Arthur A. Deters for am facilities in Greenfield and Amherst both Massachusetts. Action Feb 21.

■ Granted petition by Broadcast Bureau and extended to March 1 and March 10 time to file exceptions and replies in proceeding on application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV (ch. 5), Weston, W. Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Action Feb. 21.

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to March 7 time to file responses to joint petition for reconsideration by Creek County Bcstg. Co., Tinker Area Bcstg. Co., and Sapulpa Bcstg Corp., in proceeding on their applications, et al., for am facilities in Sapulpa and Midwest City, Okla. Action. Feb. 27.

■ Granted petition by Broadcast Bureau and extended to March 3 time to file responses to petition by North Suburban Radio Inc., Highland Park, Ill., for conditional grant of its am application which is consolidated for hearing with Dockets 13010 et al. Action Feb. 27.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Milton Grant and James R. Bonfils, (Laurel Bcstg. Co.), for extension of effective date for compliance with Feb. 13 order requiring production of additional information relative to legal and engineering services performed in connection with their application for new am station in Laurel, Md., which is in consolidated hearing in Dockets 12993-6, until 10 days after ruling by commission on petitions by Laurel and Broadcast Bureau for review of Chief Hearing Examiner's Jan. 24 denial of joint petition by Laurel and Interurban Bcstg. Corp., Laurel, Md., for approval of agreement involving dismissal of Laurel application. Action Feb. 24.

■ Granted motion by Eugene Bcstrs. and continued from Feb. 28 to March 30 date for parties to exchange written exhibits, from March 6 to April 5 date for notification of witnesses for cross-examination and from March 14 to April 13 for hearing in proceeding on Eugene's application and that of W. Gordon Allen for new am stations in Eugene, Ore. Action Feb. 24.

■ Scheduled further argument for March 1 on joint petition by Hennepin Bcstg. Assoc. and Robert E. Smith, applicants for am facilities in Minneapolis, Minn., and River Falls, Wis., for approval of agreement filed pursuant to Sec. 311(c) of the Act in proceeding on their applications. Action Feb. 27.

■ Issued memorandum notice rejecting informal document embodying series of suggestions of procedural changes made to commission on Feb. 10 in behalf of MCA Inc., Taft B. Schreiber, and certain other witnesses under subpoena in proceeding on Study of Radio and Television Network Broadcasting as heretofore announced, public sessions of proceeding will be convened in Los Angeles, Calif., on March 8, and previous orders of commission and presiding officer, released Jan. 27 and Feb. 3, respectively, remain in full force and effect. Action Feb. 27.

■ On own motion, set aside action released Feb. 15 which denied petitions by Arthur A. Deters and College Radio for acceptance of their appearances filed late and dismissed with prejudice their applications for am facilities in Greenfield and Amherst, Mass., accepted College Radio's petition to accept notice of appearance filed late and restored same to hearing status, and affirmed action taken with regard to Deters' application. Action Feb. 27.

■ Scheduled oral argument for March 1 on joint petition of the three applicants in Medford, Ore. tv ch. 10 proceeding, for approval of agreement filed pursuant to Sec. 311(c) of the Act. Action Feb. 27.

■ Scheduled hearings in following am proceedings on dates shown: April 10: Jefferson Bcstg. Inc. (WTMT), Louisville, Ky. April 17: Robert F. Neathery and Radio Company of Texas County, Houston, Mo. April 19: Stuart W. Epperson, North Wilkesboro, N. C., et al. Action Feb. 23.

■ Scheduled consolidated hearing for April 10 before Hearing Examiner Annie Neal Huntting in proceeding on applications of Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., for am facilities in Ellenville, N. Y. Action Feb. 23.

■ Scheduled oral argument for Feb. 24 on joint petition of Hennepin Bcstg. Associates and Robert E. Smith, applicants for am facilities in Minneapolis, Minn., and River Falls, Wis., for approval of agreement for dismissal of Smith's application. Action Feb. 21.

■ Ordered, with consent of both parties to proceeding, that period for filing proposed findings is extended from March 2 to March 6 in reapplications of Eleven Ten Bcstg. Corp., for renewal of license of KRLA Pasadena, Calif. Action Feb. 27.

By Hearing Examiner Basil P. Cooper

■ Closed record in proceeding on applications of Kansas Bcstrs. Inc., and Salina Radio Inc., for am facilities in Salina, Kan., retroactive to Jan. 30, 1961. Action Feb. 23.

■ Scheduled prehearing conference for March 10 in proceeding on application of Edward Walter Piszczek and Jerome Westerfield for fm facilities in Des Plaines, Ill. Action Feb. 24.

■ Granted motion by Radio Georgia and continued further hearing from Feb. 27 to March 10 in proceeding on its application for am facilities in Thomaston, Ga. Action Feb. 24.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued Feb. 27 hearing to date to be determined at prehearing conference to be held on that date in proceeding on am applications of The Fort Hamilton Bcstg. Co. (WMOH), Hamilton, Ohio, Lafayette Bcstg. Inc. (WASK), Lafayette, and Indiana Bcstg. Corp. (WANE), Fort Wayne, both Indiana. Action Feb. 17.

■ Granted petition by Inter-Cities Bcstg. Co. and continued from Feb. 20 to March 20 time for any rebuttal engineering exhibits to be furnished by Inter-Cities to other parties and to examiner and hearing from March 13 to April 11 in proceeding on Inter-Cities application for am facilities in Livonia, Mich. Action Feb. 17.

■ Upon request by Broadcast Bureau and with consent of all other parties in proceeding on application of Maine Radio & Television Company (WCSH-TV), Portland, Me., extended from Feb. 20 to Feb. 27 time to file response to petition by applicant for leave to amend. Action Feb. 24.

■ Pursuant to agreement reached at Feb. 27 prehearing conference in proceeding on am applications of The Fort Hamilton Bcstg. Co. (WMOH), Hamilton, Ohio, et al., scheduled hearing for April 12. Action Feb. 27.

■ Upon request by Audiocasting of Texas Inc., and with consent of all other parties, continued Feb. 28 hearing to March 1 in proceeding on its application and that of Horace K. Jackson Sr., for am facilities in Waco and Gatesville both Texas. Action Feb. 27.

By Hearing Examiner Charles J. Frederick

■ Upon request by Mahoning Valley Bcstg. Corp. (WBBW), Youngstown, Ohio, scheduled further hearing in Group 4 of consolidated am proceeding for March 3. Action Feb. 21.

■ Granted petition by Willamette-Land Television Inc., and continued from March 2 to May 2 time to exchange exhibits, from March 16 to May 16 for notification of witnesses for cross-examination and March 28 hearing to May 23 in proceeding on its application for new tv station to operate on ch. 3 in Salem, Ore. Action Feb. 24.

■ Upon request by Mahoning Valley Bcstg. Corp. (WBBW), Youngstown, Ohio, applicant in consolidated am proceeding in Dockets 13090 et al, continued indefinitely March 3 hearing in Group 4 of proceeding. Action Feb. 24.

■ Granted petition by Broadcast Bureau and continued March 2 prehearing conference to March 8 in proceeding on application of United Television Co. of New Hampshire (WMUR-TV), Manchester, N. H. Action Feb. 27.

By Hearing Examiner Millard F. French

■ On own motion, scheduled further prehearing conference for March 15 in proceeding on applications of Suburban Bcstg. Inc., and Camden Bcstg. Co., for fm facilities in Mount Kisco, N. Y., and Newark, N. J. Action Feb. 27.

■ With agreement of all parties, scheduled further prehearing conference for March 6 in proceeding on am applications of Southeastern Bcstg. System Inc. (WMJM), Cordele, and Radio Station WSNT Inc., Sandersville, both Georgia. Action Feb. 27.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled prehearing conference for March 10 in proceeding on applications of Santa Fe Bcstg Co. and Valley Bcstrs. for new am stations in Santa Fe

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and Espanola, both New Mexico. Action Feb. 20.

■ Issued order following further prehearing conference in proceeding on fm applications of Blue Island Community Bcstg. Inc., Blue Island, Ill., et al, listed several applicants into Groups I and II, and scheduled among other procedural dates hearing (Group I) re issues, 1, 2, 3, 4 and 6 for April 27, and hearing on comparative issue No. 12 (Group II) for April 18. Action Feb. 21.

By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for March 10 in proceeding on applications of Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., for am facilities in Ellenville, N. Y. Action Feb. 27.

■ Upon request by Associated Broadcasters Inc., scheduled prehearing conference for March 8 in proceeding on am applications of The Four States Broadcasting Co., Halfway, Md., et al. Action Feb. 24.

By Hearing Examiner David I. Kraushaar

■ Ordered certain corrections to transcript of post-hearing conference, allowing 5 days for objections, in proceeding on applications of Frederick County Bcstrs. and Town Radio, Inc. for am facilities in Winchester, Va., and Shippensburg, Pa. Action Feb. 24.

■ Granted motion by Rodio Radio, Hammonton, N. J., to extent of continuing March 2 hearing to April 3 at same time and place as previously prescribed and continued for 30 days all other dates provided in Feb. 9 order in proceeding on Rodio Radio's application, et al., which is consolidated with Dockets 13711 et al. Action Feb. 21.

■ Granted petition by Broadcast Bureau and extended to Feb. 24 time to file proposed findings in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al. Action Feb. 23.

By Hearing Examiner Jay A. Kyle

■ Granted request by Broadcast Bureau and continued March 20 hearing to April 5 and rescheduled to March 22 and March 31 dates for exchange of exhibits and notification of witnesses in proceeding on application of WACO Bcstg. Corp. (WACO-FM), Waco, Tex. Action Feb. 21.

By Hearing Examiner Herbert Sharfman

■ Issued memorandum of ruling made at Feb. 21 conference granting petition by Gordon Bcstg. of San Francisco, Inc. (KQBY), San Francisco, Calif., for leave to amend its am application by adding new towers and realigning its directional antenna; accepted amendment and returned amended application to processing line. Application is consolidated for hearing with application of Robert L. Lippert for am facilities in Fresno, Calif. Action Feb. 21.

■ Issued statement and order after further prehearing conference and granted request by Dover Bcstg. Co., Inc. (WJER), Dover, Ohio, and joined in by all other applicants in Group VIII, for severance of Group VIII from consolidated proceeding in Dockets 13014 et al, and scheduled hearing for that group for March 17 at which time all applicants in group will file their proposed findings: time for filing replies expires March 27. Action Feb. 24.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by High Point Television Co., reopened record in Greensboro-High Point, N. C., tv ch. 8 proceeding, incorporated in record Feb. 8, 1961 action of commission insofar as it sets forth data with respect to assignment of license of KTHT Houston, Texas, from Texas Radio Corp. to Winston-Salem Bcstg. Co., and closed record; dismissed as moot request by Southern Bcstrs. Inc., requesting that official notice be taken of action commission had taken with respect to certain renewal applications for broadcast facilities in Seattle, Wash., in connection with which Public Notice 97672 was released by commission on Dec. 8, 1960, and alternative request to reopen record to reflect such information. Action Feb. 23.

■ Granted petition by Broadcast Bureau and extended to March 13 and March 24 time to file proposed findings and replies in proceeding on am application of Brennan Bcstg. Co. (WAPE), Jacksonville, Fla. Action Feb. 21.

■ Granted petition by Abilene Radio & Television Co., San Angelo, Tex., requesting addition of sufficiency-of-funds issue with respect to application of E. C. Gunter, issues 4 and 5 as numbered in Jan. 4 memorandum opinion and order renumbered 5 and 6, respectively, and added following issue: "4. To determine whether the funds available to E. C. Gunter will give reasonable assurance that the proposals set forth in his application will be effectuated,' in San Angelo, Tex., ch. 31 proceeding. Action Feb. 20.

■ On request by applicant, continued March 6 hearing to March 31 in proceeding on application of Cherokee County Radio Station for am station in Centre, Ala. Action Feb. 21.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING March 2

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,528	31	132	801
FM	777	67	198	115
TV	486[1]	55	84	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING March 2

	VHF	UHF	TV
Commercial	463	78	541
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Feb. 24

KARK-AM-TV Little Rock, Ark—Granted involuntary transfer of control from **T. H. Barton** to **Madeline M., Clark N.,** and **T. K. Barton,** co-executors of estate of **T. H. Barton,** Deceased.

KBER San Antonio, Texas—Granted assignment of cp to **KEPO B/cg Co.**

KRTN Raton, N. M.—Granted assignment of license and cp to **Jay W. Howe,** et al.

KBBS Buffalo, Wyo.—Granted relinquishment of positive control by **Malcolm D. Wyman** through sale of stock to **Edward H. Weinberg.**

KFLW Klamath Falls, Ore.—Granted assignment of cp to **David F. Snow.**

■ Granted licenses for following am stations: WCRM Clare, Mich., and WBBX Portsmouth, N. H.

■ Granted licenses for the following fm stations: WAZZ (FM) Pittsburgh, Pa.; WYAK (FM) Sarasota, Fla.; WPEX-FM Pensacola, Fla.; WMOP-FM Ocala, Fla.

WWMT (FM) New Orleans, La.—Granted license covering change in ERP and ant. height; ERP 13.2 kw.

KIDD Monterey, Calif.—Granted license covering change of trans. location, installation new trans. and changes in ant. and ground system.

WREC Memphis, Tenn.—Granted licenses covering installation of new trans. as auxiliary trans.; and installation of new main trans.

WGAU Athens, Ga.—Granted license covering installation of new trans.

WBSM New Bedford, Mass.—Granted license covering increase in daytime power, installation of new trans., change from DA-1 to DA-2, and change type trans.; remote control permitted.

KDXE North Little Rock, Ark.—Waived Sec. 3.30 of rules and granted mod. of license to extent of permitting establishment of main studio at 4607 Asher Avenue, Little Rock, Ark. KDXE to continue to identify on the air as a North Little Rock station.

WNOO Chattanooga, Tenn.—Granted cp to change ant.-trans. location and make changes in ground system.

WITN (TV) Washington, N. C.—Granted cp to change ERP vis. to 288 kw, aur. to 144 kw, ant. height to 1450 ft., make changes in ant. system and equipment.

WAWA West Allis, Wis.—Granted mod. of cp to change trans. location and main studio location; condition.

KLID Poplar Bluff, Mo.—Granted mod. of cp to change ant. trans. and studio location and change type trans.

KGB-FM San Diego, Calif.—Granted mod. of cp to change ant. height to 620 ft. and changes in ant. system.

WLCX La Crosse, Wis.—Granted mod. of cp to change type trans.

KGB-FM San Diego, Calif.—Granted extension of completion date to June 30.

Actions of Feb. 23

■ Waived Sec. 4.709(b) of rules and granted STA for following vhf tv repeater stations: Havillah T. V. Assn., chs. 7, 10, and 12, Havillah, Wash. (KREM, Channel 2, KXLY, Channel 4, and KHQ, Channel 6, all Spokane, Wash.); Geo. Kruckenberg, ch. 10, West End of Glade Park to Utah State Line, Colo. (KREX, Channel 5, Grand Junction, Colo.).

KSFR (FM) San Francisco, Calif—Granted cp to replace expired permit for increase in ERP, decrease in ant. height, change type trans. and ant. and changes in ant. system.

Actions of Feb. 21

WARC Milton, Pa.—Granted extension of completion date to July 11; without prejudice to such further action as may appear warranted upon disposition of Case No. 15813 by U. S. Court of Appeals, D. C. Circuit (Lycoming Broadcasting Co. vs. FCC).

WRWJ Selma, Ala.—Granted change of remote control authority.

KXJK Forrest City, Ark.—Granted request for cancellation of license for aux. trans.

WMSA Massena, N. Y.—Granted extension of authority to May 12 to sign-off at 9 p.m.

Actions of Feb. 20

WIMS Michigan City, Ind.—Granted license covering installation of trans. as main trans. night and aux. trans. day (using two main trans).

***KCUI (FM) Pella, Iowa**—Granted mod. of cp to change type ant. and make other ant. changes.

***KANU (FM) Lawrence, Kan.**—Granted mod. of cp to increase ant. height to 660 ft.; increase ERP to 110 kw.

WRVB-FM Madison, Wis.—Remote control permitted.

Continued on page 109

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Connecticut opportunity, New Haven suburb, want engineer, to act for principal AM application. Keep job. 20% ownership plus management, must be diversified. Survey and frequencies completed. Box 282E, BROADCASTING.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Salesman-announcer needed at once. Light announcing, heavy sales. Salary plus commission. Send references, personal data to Box 164E, BROADCASTING.

Southern Missouri station in growing market has opportunity for experienced salesman with a proven record. Must be community minded. Good salary plus commission. Give full details, references, and snapshot. Box 299E, BROADCASTING.

Alaska tv and radio station needs effective time salesman to sell radio and tv as well as Muzak, opportunity for advancement and stock ownership to right party . . . Network affiliate (CBS) programming and good music conservative locally owned operation . . . guaranteed minimum and percentage . . . write KINY, 231 S. Franklin St., Juneau, Alaska.

Experienced fulltime salesman for FM classical music station. Excellent potential. Booming area. E. W. Meece, KRPM, San Jose, California.

Two salesmen needed for middlewest chain. $300 to $600 a month depending on background, plus bonus and speedy chance for advancement for right men. Write WPEO, Peoria, Illinois.

W-RIP, Chattanooga, Tennessee. Top rated . . . has wonderful opportunity.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Help Wanted—(Cont'd)

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Immediate opening in major midwest market for mature morning personality, preferably over 30. Middle-of-road music, knowledge required. Must be family man. If you fit these qualifications, send resume, picture and desired salary to Box 221E, BROADCASTING.

Florida coastal 5 kw requires quality announcer with first phone for 5 p.m. to midnight board shift, Monday thru Saturday. Little or no maintenance. Also experienced morning man who can conduct a leisurely paced program for adult listeners. Insurance benefits, salaries open. Box 254E, BROADCASTING.

Negro announcers wanted for major southern market. Must be dependable, experienced rhythm and blues personalities. We check character and credit before employing. If you qualify, send tape, resume, and salary requirements to: Box 309E, BROADCASTING.

Morning man for 100,000 central New York market. Mature voice . . . Experience necessary. Box 318E, BROADCASTING.

Northwest kilowatt needs mature announcer with first phone. Join solid operation. Emphasis on announcing, no maintenance. You must be above average announcer, we'll pay above average salary. Forward resume with credit and character references, plus audition tape. Box 330E, BROADCASTING.

Opening anticipated in a California station for stable, experienced announcer. Must be able to write and create production spots. Box 335E, BROADCASTING.

Negro announcer with first class ticket for Mississippi one kw. Box 356E, BROADCASTING.

Great Lakes area 5 kw station needs combo man. Permanent job. Announce own shows, or work news and sports. Some engineering maintenance required, but flexible as we have other engineers. Box 364E, BROADCASTING.

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer-dj. Send aircheck tape, resume and references. Box 377E, BROADCASTING.

Announcer, runs own board to work pleasant evening shift at high rating, progressive, community minded station. Bill Dahlsten, KAFM, Salina, Kansas.

KBUD, Athens, Texas has immediate opening for experienced announcer-salesman.

Wanted: Experienced announcer. Can also sell. Dr. F. P. Cerniglia, Radio Station KLIC, Monroe, Louisiana.

First phone combo-announcer needed April 1st. Training position leading to assistant manager. Personal interview required. KRKC, King City, California.

Help Wanted—(Cont'd)

Announcers

Morning man, young ;experience required. Capable of news work. Send resume, tapes, photo, to Program Director, WDEA, Ellsworth, Maine.

We're growing stronger! Care to join us? We're top-rated and plan to stay that way. Presently 1000 watts, shortly 5000. Need versatile jockey-newsman. If you're it—we need you now. Must be able to produce pleasant sounding music shows, gather and compile news and deliver newscasts. If you're without sound experience let's not waste each others time. But—if you can qualify and want to make fast-growing New London County your home—we'd welcome hearing from you. Send resume and tapes (which will not be returned) to Tom Phalen, PD, WICH—P.O. Box 551, Norwich, Connecticut. Please include in resume present salary and expected salary.

Immediate opening for staff announcer strong on good music. Good salary and fringe benefits. Send tape, resume to Bill Frink, Program Director, WIMA, Lima, Ohio.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Experienced announcer with first ticket, some engineering, general staff duties, salary commensurate with ability. Send tape, photo, and resume to: WJUD, St. Johns, Michigan.

Staff announcer for modern sound FM operation. Send tape and complete resume to Bob Gheza, Program Director, WYFI-FM, Box 536, Va. Beach, Va.

Announcer-engineer immediate opening in Florida must be capable of assuming duties of chief engineer and have good voice $100-$125 week. Contact immediately. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga. JA 5-4841.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Somewhere there's a reliable chief good maintenance — fair announcer, wanted to trade pressure for job security in small Colorado community. Family man who appreciates good hours, good pay and a good boss. Box 325E, BROADCASTING.

First-phone announcer, eastern Pennsylvania daytimer. Immediate opening. Box 334E, BROADCASTING.

Outstanding northeast 50 kw clear channel needs control room operator; large staff; well-equipped studios. Experience in production with live music, air personalities, sports, tape editing and recording helpful. Good pay and company benefits. Send recent photo and resume of training and experience. Replies confidential. Box 347E, BROADCASTING.

Engineer-announcer. Excellent opportunity to move ahead with moving station. Leader in community . . . fastest growing city in Kansas. Good staff . . . good conditions . . . good pay. Bill Dahlsten, KAFM, Salina, Kansas.

First phone, announcer preferably. KTFI, Twin Falls, Idaho.

Help Wanted—(Cont'd)

Technical

WFLM (FM) Ft. Lauderdale needs chief engineer-operator. Group operations with fringe benefits and security. Contact us at 305 S. Andrews Avenue. Phone JA 4-6541.

First class engineer wanted at a growing station. Contact Chief Engineer, WMAK, Nashville, Tenn.

Opening for engineer, first phone, experienced in AM-FM operation. Please list full particulars in first letter: experience, education, and salary requirements. Contact J. M. Foley, Chief Engineer, WSVA-Radio, Harrisonburg, Virginia.

Announcer-engineer immediate opening in Florida must be capable of assuming duties of chief engineer and have good voice $100-$125 week. Contact immediately. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga. JA 5-4841.

Engineer, experienced transmitter and equipment maintenance. Additional earnings through announcing. Call Schilling, mornings, Michigan City, Indiana, TR 4-5245.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

Immediate opening for newsman able to deliver newscast as well as gather and write it. Want stable family man satisfied to live in small Pennsylvania market. Box 244E, BROADCASTING.

Manager's girl secretary, abundant radio experience, good pay. Box 288E, BROADCASTING.

North Carolina station has immediate opening for qualified news director, with emphasis on local news. Send resume, tape and photograph. Box 306E, BROADCASTING.

Newsman: Opportunity for job you've always wanted, in major market. Top rated Chicago station has immediate opening for top newsman. Require experienced, aggressive, imaginative man, with all around ability in gathering, writing and transmitting news. We emphasize original, on-the-street reporting. Send tape, resume, photo to Box 371E, BROADCASTING.

Program and news director. Top midwest property. 5,000 watts. Some board work. First phone desired, but not necessary. Tremendous potential in new broadcast property recently purchased. Farm station experience desired, but not absolutely necessary. Adult music. Send tape, photo, resume to Box 374E, BROADCASTING.

Experienced Girl Friday for general manager. Secretarial and copy writing background. 5,000 watt. Newly purchased midwest property. 2 million. Excellent property with tremendous potential. Send photo, resume to Box 375E, BROADCASTING.

Immediate opening for top notch copy writer for 24 hour independent Florida east coast station. Call or write Dick Clark. WMFJ, Daytona Beach, Florida-Clinton 2-6491.

RADIO

Situations Wanted—Management

Top record in management, sales and operations. Twenty years experience. Box 943D, BROADCASTING.

General manager—10 years all phases—sales. 34, married, BA degree, first phone. Excellent record, finest references. Transfer of ownership necessitates re-location. Box 236E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Increased billings over 50%. Brought station from #5 to #1 (Pulse) in ten months in competitive medium market. Young. Hard working. Excellent references. Top salesman. Effective programming. Ten years experience. Available immediately. Box 258E, BROADCASTING.

Will invest small sum in small station . . . in return want manager's job. South, southwest or far west. Personal interview required. Box 261E, BROADCASTING.

GM doubled gross and collections 6 months 5 kw regional east. Desire larger market. Available March 15. Excellent references. Box 277E, BROADCASTING.

Family man 34 years old, desires manager or commercial manager position. Experienced all phases including managerial. College graduate. First phone. Good radio background. 13 years experience. Box 278E, BROADCASTING.

Thoroughly experienced, sober, reliable, combination manager salesman. In present job six years. Top references. Box 292E, BROADCASTING.

Automation operation. Man-wife team. Complete experience management, sales, traffic, copy, air. Young, energetic. Box 300E, BROADCASTING.

I've had it. Western boy who can't stand this east coast living wants to get back to the other side of the Rockies—where the golf-courses-are-not-crowded-all-day. If you are looking for a darn good manager—twelve years radio, including ownership—write to Box 314E, BROADCASTING. Okay on second spot in major market. I work hard and I'll cost you four figures a month—but not big ones. I'm working now, but not living. Can I do both in your market. Box 314E, BROADCASTING.

Owners . . . I want back in radio . . . I'm experienced first phone engineer . . . Good announcer-salesman . . . management experience. Prefer small market daytimer, warm climate. Excellent references, 35, single. Box 333E, BROADCASTING.

General manager available. Fifteen years experience includes all levels from announcing to management. Last eight years full management and corporate officer small and medium competitive markets. Station sale forces move. Creative, responsible, hard working 36 year old family man with finest references available six to eight weeks. Box 344E, BROADCASTING.

Attention small market owners! Tired of major market rat race—adult family man with highest industry references wants to settle in small market. 15 years solid business experience—sales—announcing—office management—1st phone w/maintenance too! Ready to work for you! Prefer midwest but all replies considered. Box 350E, BROADCASTING.

I made $18,000 in 1960. Sold 16% of all radio sales in city of 350,000. Previous management experience: Regional sales manager 3½ years supervising $8,000,000 volume equipment sales to major oils. College, family man, 37, want position manager-sales manager, radio or television. Must be potential $20,000 up. Box 352E, BROADCASTING.

20 years experience available now. 15 years successful radio manager. 3 years tv sales manager all with same organization until sold. After 3 years hiatus ready to return to media. Let's negotiate toward profitable association for both. Box 353E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Experienced manager now employed 12 years. Want change. Excellent references. Replies mutually confidential. Box 359E, BROADCASTING.

General manager for small or medium market available immediately, all offers considered. Eleven years experience in same market. Substantial sales and promotion background. Conscientious, industrious with top references. Box 367E, BROADCASTING.

Experienced team desires promotion. Senior member has experience managing, announcing, sales, first ticket. Junior member news director, sales and announcing. Currently employed at radio-tv. Prefer southwest. Write Box 373E, BROADCASTING.

Salesmanager to manage your station. Completely capable, reliable, family man. Employer will give regretful, but enthusiastic referral. Present income, area $14,000. Desire earn in excess—write fully please. Box 376E, BROADCASTING.

Sales

Account executive job wanted. Mid-thirties, sober, family. Experience? Decade. Top resume. Box 295E, BROADCASTING.

Announcers

First phone personality D.J. College and experience. Prefer south Florida. Box 988D, BROADCASTING.

Excellent tv-radio announcer. Fine voice—good appearance. 8 years experience, 28, family. Seeking larger market. Good potential. Box 911D, BROADCASTING.

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

College graduate seeking experience. Veteran, single-23. Staff announcing, sports, play-by-play. Will travel anywhere. Salary open. Tape and photo on request. Box 206E, BROADCASTING.

Old pro—Good air salesman behind mike or on camera. College degree—music—drama—speech. Straightforward style. Regards listeners as people. If these qualifications appeal to you, and your market is among the first 50, you may have the job I'm looking for. May I hear from you? Box 225E, BROADCASTING.

Top-rated experienced dj-announcer desires radio and tv combo in major market, preferably south. Box 242E, BROADCASTING.

Girl personality-D.J. 3 years experience. Own board-news-production. Presently employed. Prefer east coast metropolitan area. Write Box 249E, BROADCASTING.

Announcer with limited experience, but good training including continuity writing and production spots, wants to work in small station in Oklahoma, Kansas, or adjoining states. Salary secondary to opportunity. Write Box 298E, BROADCASTING.

Outstanding air personality. Thorough experience . . . Top ratings . . . Top references. Major markets only. Box 310E, BROADCASTING.

Florida, midwest! The personality that gets listeners! Groovy, groovy, groovy! Box 311E, BROADCASTING.

Announcer-newsman—Wide background. 10-years experience. Now employed. Seek better opportunity. 2-degrees. Box 312E, BROADCASTING.

Want to be number one? Two creative, experienced, young men would like to relocate in another medium market. Prefer dual-P.D. position with fast paced top forty operation. Desire competition. We can eliminate your competition. Tapes, etc. Available at once. Box 313E, BROADCASTING.

STAFF ANNOUNCER WANTED

Straight staff work. Must have deep, rich voice compatible with radio station that plays "The world's most beautiful music." Please, no personality-boys, screamers, joksters. Just interested in old fashion type announcer. Should be familiar with adult, quality music. Position open now. If interested, please air mail—special audition tape and resume to: **Boyd W. Lawlor, General Manager, Radio Station WAIT, Chicago 1, Illinois.**

Situations Wanted—(Con'd)

Announcers

News announcer-writer, authoritative, 6 years radio-tv experience. Vet, 26; creative, ambitious, mature. DJ, prefer prestige sound, adult programming. Seek major market. Excellent references. Tape, resume, photo; salary second to opportunity. Box 316E, BROADCASTING.

DJ announcer wants bigger market. More money will relocate anywhere. Box 319E, BROADCASTING.

Rated #1 top 40 dj in metro market wants to relocate. Young, intelligent, ambitious. Tight production and experienced. Desires New England. Contact Box 321E, BROADCASTING.

Attention swingers. Need a-really good young personality? Try me. Box 326E, BROADCASTING.

Young announcer with enthusiastic approach. Not screamer. Good ad lib. Prefers top 40 operation. Tight production. Box 336E, BROADCASTING.

Recent graduate of announcers school desires position. Good for teenage appeal. Fast board. Box 337E, BROADCASTING.

Well-seasoned sports play-by-play and salesman looking for an opening that will lead to management. Over ten years of varied radio and tv experience. Write Box 339E, BROADCASTING.

Interested in good adult radio? Desire a quality "sound image" from your personalities? Then let me send you a tape! I'm determined to find a station manager who shares in my sincere conviction that radio can have much more to offer than "top-40 tunes," "time and temp," and "borax commercials!" Finest references and background. Twelve years experience from announcer to program director, indies to network. Now with 5 kw mid-west "pioneer" station in city of 200,000. Box 341E, BROADCASTING.

Adult musicaster available soon. Experience: Program director, music librarian, chief announcer. Box 263E, BROADCASTING.

Recent university B.A. in radio-tv. Like job at tv or radio station. Can imitate many voices and dialects. Background in classical and show music-write copy for comedy, music, news shows—play piano and sing. Will travel anywhere. Box 348E, BROADCASTING.

Sports announcer looking for basketball, baseball, football, play-by-play. Box 351E, BROADCASTING.

DJ-young, ambitious, bright sound, want top 40. Prefer station within 100 miles New York. Box 357E, BROADCASTING.

Announcer anyone? Light but good experience, smooth dj, strong news, much potential. Desire music, news, INDI. Vet, tape, travel. Box 358E, BROADCASTING.

Good music and newsman, currently working in major east coast metropolitan market, wants affiliation with intelligent imaginative outlet: $125.00. Box 363E, BROADCASTING.

Disc jockey (negro). Pleasant voice, all around, experience, selling ability, good market, evening or night spot, will travel. Box 365E, BROADCASTING.

Experienced announcer will relocate. Tight production, first phone. Young, family man. Box 368E, BROADCASTING.

Experienced announcer—all phases of staff work. Married, college, 30's. Midwest or south. Box 370E, BROADCASTING.

Experienced personality. Combo! Desires modern radio with potential. Location? USA. Box 378E, BROADCASTING.

Boston University announcing grad wants experience. Wants move south permanently. Box 379E, BROADCASTING.

Announcer, dj, experienced, fast board, good ad lib, wants to settle, not a drifter. Long Island, PR. 5-0605.

Situations Wanted—(Con'd)

Announcers

Personality dj, idea man, with concentrated news experience, 2 years in radio, has first phone, college degree in radio-tv (production), desires opportunity with future in modern radio operation or chain. WH 6-7428, 1402 Savoy, Dallas, Texas.

Announcer, first phone, 2½ years experience, best references, call Charles Ch 6-0508, Box 213, Bainbridge, Georgia.

Attention southwest: 6 years radio, 1 year tv, 27, married, able and willing. Bob Daniels, 1214 Thomas Dr., Champaign, Illinois.

Twins . . . single . . . **26** . . . experienced. Night or day. Cooperative, ambitious. Same station not too important. Gene and Don Freeze, KDLA Radio, Box 46, Deridder, Louisiana, phone 7600.

Announcer, left out in cold by economy move. 3 years experience radio and tv. Prefer metro market. Contact Eddie King, 35 N. McClean, phone BR. 4-4562 or BR. 5-5977, Memphis, Tenn.

Experienced—50,000 watt radio-on camera television. News director, versatile DJ, tv weather, special events, play-by-play, continuity, etcetera. Excellent voice, creative, dependable, congenial. Dick Landfield, 5053 N. Troy, Chicago, Ilinois.

Announcer — copywriter — top personality DJ. 10 years experience all boards; operations. Snappy copy. Minimum $85.00. Married; will locate anywhere. Call; write Charlie Lord, 4815 Beach Boulevard, Orlando, Florida, CRestwood 7-6348.

Announcer-dj-1st phone, 2½ years experience, mature voice, vet, 26, married, best references. Call Frank Mallard, MA 7-8727, 618 Washington St., Quincy, Florida.

Experienced dj, talented, versatile. Stan Martin, 570 Grand St., New York City, CA 8-8676.

Technical

First phone, employed, old ham, maintenance, 12-8 a.m. transmitter watch only! Permanent, inquiries answered. Box 899D, BROADCASTING.

Radio chief engineer-announcer desires permanent position. Upper midwest only. Experienced. $110 a week. Box 262E, BROADCASTING.

First phone, experienced and mature would like position helping with programming or other duties. Box 332E, BROADCASTING.

Former chief engineer of 5 kw new construction directional AM, seven years manager of worldwide field engineering operation. Desires re-enter broadcast or allied fields. Many years electronics experience military and civilian equipments. Stable, mature, in excellent health, married, one child. Will accept domestic or foreign employment. Box 340E, BROADCASTING.

First phone, announcing, and sales. Experienced. Ray Estes, Box 942, Gadsden, Alabama. Telephone Liberty 6-3021.

3½ years chief with S.E., 1 kw. Personnel cut-back causes necessity for placement. Available March 15. Anthony Ostopoff, Box 326, Edenton, N. C. Phone—Edenton 3204.

Production—Programming, Others

Need experience? Integrity? Stability? I offer just that in all non-technical phases of radio. Presently station manager, small market. Other experience includes: News writing and delivery, program director, advertising selling (14 years), copywriting, play-by-play, phone mc, dj. Excellent voice, tape on request, along with personal info, reference about me, wife, seven-year-old. Age 36. Whatever the deal, write Box 257E, BROADCASTING.

Program or station operation—announcer, 25, married, draft exempt, 7 years experience in Virginia. Presently program-production-news announcer. Desire program direction or station operation than straight announcing. Box 296E, BROADCASTING.

Situations Wanted—(Con'd)

Production—Programming, Others

Newsman—Experienced. Now employed in east. Write, gather, edit and air. 2-degrees. 10 years in radio. Box 307E, BROADCASTING.

World's best male traffic manager wants change. Insurmountable problems my specialty. If you can afford the very best, write Box 308E, BROADCASTING.

News announcer-writer, authoriatative, 6 years radio-tv experience. Vet, 26; creative, ambitious, mature. DJ, prefer prestige sound, adult programming. Seek major market. Excellent references. Tape, resume, photo; salary second to opportunity. Box 316E, BROADCASTING.

Journalism graduate seeking public relations/promotion job. Radio-television, photojournalism background. College degree, married and hard worker. Box 317E, BROADCASTING.

Young man desires break in newswriting field. Exceptional journalism/publicity experience in college. Has no obligations; resume available. Box 323E, BROADCASTING.

Program director and expert production man currently employed in major market and producing number one sound. Nine years experience in all phases of radio broadcasting. Knows top tunes format and how to program it right. Salary open, will be available April 15. Box 324E, BROADCASTING.

Attention station managers—a large-market. Survey-proven program director with ten years of all-phases of radio experience desires position in preferably Connecticut, Massachusetts, Rhode Island. Married, family man. Box 328E, BROADCASTING.

Experienced midwest newsman desires position within 200 miles of twin cities. Box 331E, BROADCASTING.

Important markets—need quality modern programming? Talented young million-market profesional will produce. Box 346E, BROADCASTING.

Program director with ten years solid diversified experience. Must see advancement potential. Box 349E, BROADCASTING.

Wishing to relocate—Have five years experience in every phase of station operation. Sharp on production! No screamer. Program directing my specialty! Best of references. Live audition preferred. Wire, call, or write Al Smith, WWIS, Black River Falls, Wisconsin—Phone 4645!

Help! Fire! I'm burning to be with station that desires something different. Production? Programming? Writing? Selling-you bet! Loyalty, of course. 12 years in it and love it. Phone extinguisher to FE 8-2820, Pontiac, Michigan.

TELEVISION

Help Wanted—Sales

Local sales manager wanted at once for aggressive vhf tv operation. No desk man! If you are a hard worker, can handle salesmen, and really want to make good money, send resume today to Box 259E, BROADCASTING. All replies confidential.

Local sales position available for right man with CBS station in large midwestern market. Send complete resume and photo in first letter. Box 135E, BROADCASTING.

Opportunity to sell for top rated CBS radio and television affiliate, Mason City, Iowa. Multiple ownership in four midwest states-offers challenge with advancement as reward. Prefer currently successful radio or television salesman in midwest. Lloyd Loers, KGLO, Mason City, Iowa.

Announcers

Audio booth announcer wanted. Opportunity for some on-camera. Contact Don Stone, KTIV, Sioux City, Iowa.

Help Wanted—(Cont'd)

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Nebraska, combination engineer-switcher, some production experience. $1.80. Box 345E, BROADCASTING.

Production—Programming, Others

Female writer needed immediately for tv in midwest. Heavy on local accounts, send sample copy, pics, references, resume and availability. Outstanding opportunity for right person. Box 281E, BROADCASTING.

TV news reporter—all-arond man with energy and promise. Possibility of regular air work on major mid-western station. Send films. Box 303E, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Leading northeastern vhf seeking experienced and creative tv director for immediate employment. Submit complete resume, picture and salary requirements to Box 297E, BROADCASTING.

News director who knows and likes all phases of television news, writing, editing, film, processing, planning, supervision. Man will head department of midwest competitive market station. On-the-air experience not necessary. This man is not concerned with hours worked and is not an arm chair director. If you are the hustler we need, rush your story to Box 315E, BROADCASTING.

TV copywriter, female. Must have tv or radio experience. Quality rather than volume. Midwest three-station market. Box 320E, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Help Wanted—(Cont'd)

Production—Programming, Others

Producer-director. 3 station mid-western market-want director with new ideas to produce as well as direct. Box 329E, BROADCASTING.

Wanted immediately, director for photography-film department. Will direct three man film department and supervise photography five man news staff. Will also handle commercial photography. Must be thoroughly experienced all phases. Rush full details including salary to Tom Matthews, WNEM-TV, Saginaw, Michigan.

Television writer. Writer with radio or television experience for immediate full-time continuity-traffic position with educational television station. Contact: H. E. Barg, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

TELEVISION

Situations Wanted—Management

Services and/or investment. Tv sales manager with substantial (13 years) experience in competitive markets offers services, would like to invest. Willing to base compensation on performance. Background will stand searching examination. Box 192E, BROADCASTING.

Sales promotion director desires position with major market tv and/or radio station. Twelve years total experience. Promotion, merchandising, sales, production and advertising. Idea man, college graduate, will relocate, now in mid-east major. Box 342E, BROADCASTING.

Assistant manager-sales manager-program director. Thoroughly experienced and successful in management, sales and programming. 37; college graduate. Radio—12 years; television—past 7 years in 1½ million market. Can produce increased sales and quality image. Have done it; am doing it. Box 343E, BROADCASTING.

Announcers

Thoroughly experienced announcer. 2 years television—15 years radio. Now in large competitive market. Seeks job offering challenge and future. Box 226E, BROADCASTING.

Thoroughly seasoned tv announcer seeks major market position. Box 372E, BROADCASTING.

See radio ad—Dick Landfield.

Production—Programming, Others

Experienced director-switcher-announcer available in the inter-mountain west or northwest. Eleven years radio and tv. Feature tight, clean production. Write Box 338E, BROADCASTING.

Director with 5 years experience commercial and ETV. Must relocate due to reduction of staff. Heavy on live commercials and programs. Knows lighting. University of Michigan graduate. Family. Prefer midwest. Good references. Leonard Blondy, Prospect 5-9717, WWTV, Cadillac, Michigan.

5 years experience—commercial and educational tv. Production, direction, film, news, announcing, continuity. Married, family, B.A. Prefer midwest, Staff being reduced by automation. Best references. Ivan Tomcho, WWTV, Cadillac, Michigan. Prospect 5-2158.

FOR SALE

Equipment

PT 6 Magnecord—$225.00. 120 ft. ⅞ in. coax.—$100.00. Electric mimeograph machine—$100.00. CB 11 turntable & RCA arm—$100.00. Fairchild 530 turntable and arm—$175.00. Electric typewriter—$180.00. Grid dip meter—$45.00. All perfect. Write for list. Box 253E, BROADCASTING.

FOR SALE

Equipment

Two Raytheon MTR 50 marginal link receivers (2000 mc). Both receivers complete and in operating condition. Some spare tubes available. Can be used as an auxiliary receiver with your 2000 mc equipment or you can purchase new 2000 mc transmitter's and these receivers for less than cost of complete new microwave. Reply Box 302E, BROADCASTING.

1000 watt used FM transmitter. Eastern section. $1000, first come first served. Box 361E, BROADCASTING.

Rust remote control system, Series E. Good condition. Cost over $1,000; less than 5 years old. Best offer over $400 takes. KATI, Casper, Wyoming.

Gates AM RF amplifier, 18 months use, excellent condition $150. KOZE, Lewiston, Idaho.

200 foot guyed R.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guys. Make offer over $800, or swap for FM equipment. Tower may be seen in Marin County, KTIM, San Rafael, California.

Three used RCA TK-20 Iconoscope film cameras consisting of camera on pedestal, camera control, edgelight projector, D.C. supply for camera filaments and variacs for control of edgelight and blacklight. Recently removed from service. Contains CBS modifications including cascode preamp. Price $600.00 for the lot or $250.00 each, F.O.B. Chicago. Contact Al Pierce, WBBM-TV.

Moving to new studios, nearly enough to equip a new CP. Federal 3 kw FM transmitter, on air, available June 1st. 1 Gates CB-7 turntable w/gray arm, less cabinet. Mohawk message repeater, used once. Also midgetape recorder. Crown tape recorder, Viking 95, 3-Magnecorders. Presto 3 channel mixer amplifier, and power supply. VHF 2 way radio, base station and 2 mobile units, presently licensed on 152.93 MC. Large speaker and cabinet, Hi Fi, auditorium or lobby. Composite recording console, 14 inputs, 30 watts. Rek-O-Kut turntable w/12" arm (Rondine). Garrard 12" turntable w/ GE arm. EDL model 42 field intesity meter 200 KCS to 20 MCS. Model 50 multilith duplicator. List with details, WBOF, Box 536, Va. Beach, Va.

Rust remote control transmitter unit 108-C. Rust remote control studio unit 108-C including samplers. Rek-O-Kut portable recorder like new, playback, complete with speaker, amplifier, case. Collins 300G 100/250 watt transmitter, spare tubes, tuning box. WGIL, Galesburg, Illinois.

TV equipment including power supplies, pulse generators, microwave, field switcher, master monitor. Write for complete list. G. L. Anderson, WJW-TV, 1630 Euclid Avenue, Cleveland 15, Ohio.

RCA BTA 250M 250-watt transmitter, complete with 1240 crystals. Less than 7 years old. Now in operation. Available not later than May 1st. $750 FOB. WLAG, LaGrange, Georgia.

For sale: Mobile studio thirty foot trailer. Designed and used successfully by WLNA for the past two years. Large glass areas in studio with wall to wall carpeting, large console table complete with turntables, outside speakers, platform atop trailer for outdoor events. Also car to pull trailer available. Excellent promotion, and it pays for itself. Write pictures, price, etc. WLNA, Peekskill, N. Y.

RCA 5DX transmitter with tubes and spare parts $5500. F.O.B. Good condition. Late proof of performance available. Also have 398' self supporting Truscon tower, make offer. Keith Ketchum, WOI, Ames, Iowa.

Complete new FM station equipment, 1000 B transmitter, etc. Save 25%. Write BB&L, Box 229, Amarillo, Texas.

Complete, brand new, uncrated, for FM station 1000 B transmitter including monitor, remote control and automation. Priced for immediate sale. Contact: Walter Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Ph: DR 4-0107.

FOR SALE

Equipment

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Complete equipment for 500 watt radio station like new. Contact Luther Moore, Booneville, Mississippi.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Highly successful radio owner-manager multi-market operator, sold last month, seeking new connection, buy radio station with good potential, or negative control with management, or management contract on right set-up. Highest character, experience and financial references. Send details. I'll visit you. Box 197E, BROADCASTING.

Equipment

Wanted: Used FM frequency modulation monitor in good condition. Box 176E, BROADCASTING.

Self supporting tower 250-300 feet. A-1 condition and reasonable. On east coast. Box 304E, BROADCASTING.

Wanted—1 kw FM transmitter and other FM accessories. Write, Box 369E, BROADCASTING.

Pay cash everything for 500-watter. Transmitter, monitors, speech, tape, 200-foot towers, etc. Airmail Box 950, Auburn, California.

Wanted, good used General Radio RF bridge. P.O. Box 1671, Greenville, S. C.

Remote camera control and power supply for RCA TK-11 or AEQ series I.O. Camera. Contact KGHL-TV, Billings, Montana.

Raytheon model RA-1000 transmitter in good operative condition. State price in first letter. KWOA, Worthington, Minn.

Wanted: Dependable used 500 watt or 1 kw transmitter. WCSR, Hillsdale, Michigan.

Multiplex receivers. State make, model, age, condition and price. WMDE, Greensboro, North Carolina.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood. Next class April 10th.

INSTRUCTIONS

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1. April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Anybody knowing the whereabouts of Jim Vanderschaaf (stage name Vann) please contact the writer addressed to Box No. 2127, Lansing, Michigan.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

GVA will produce your special programs, comedy, singles, etc. Complete top market service. Write for demo. GVA Radio, 54 Alvarado, San Francisco.

Bingo on match books for radio and television programs includes your ad. Weekly colors, game name optional, 2500 different combinations per case $10.00 F.O.B. Sweetheart Match Co., Hannibal, Missouri.

For more profits, you can sell four 5-minute programs on our ten year, tested and proven, classified-of-the-air. For complete information on this money maker, send ten dollar check or money order to S. C. Thompson, Box 209, Arkansas City, Kansas.

Imperative we locate Brant B. Jackson. Anyone knowing his whereabouts call Torrington, Connecticut Collect HUnter 9-4191, Extension 24 or 76.

RADIO

Help Wanted—Announcers

SECRET!!

is what our identity must be but we do need three good newsmen in a sunny Top 20 market. Please do not send tapes and resumes unless you have authoritative delivery, knowledge of radio news and are a workhorse. Radio announcers we can get, radio newsmen are what we want. Sorry, material will not be returned.

Box 354E, BROADCASTING

Help Wanted—(Cont'd)

Announcers

WANTED
QUALITY RADIO-TV
ANNOUNCER

Major New England radio-TV station invites applications from high caliber announcers, well seasoned in both medias. Excellent voice and photogenic qualities are required. Write:

Box 355E, BROADCASTING

Production—Programming, Others

UNUSUAL OPPORTUNITY

Experienced sales promotion man wanted for leading radio transcription company in New York. Strong local radio sales promotion experience required. Must be able to write effective sales promotion and marketing copy. Position offers excellent pay and growth potential for the right man. Send detailed resume of experience to:

Box 301E, BROADCASTING.

RADIO

Situations Wanted—Management

10 YEARS
PROGRAMMING—
SALES MANAGER

Ten years programming and sales management experience at WOOD & WOOD-TV, Grand Rapids, Michigan. Excellent background in all operating phases of radio and tv. Top-rated public speaker. Outstanding history of participation in civic affairs. Most interested in the job with the greatest challenge. Will consider investment. References (which include present employer) and brochure available on request. Frank Sisson, 1110 Breton Rd. SE, Grand Rapids 6, Michigan. Phone GL 2-6729.

Announcers

"MOVING UP"

Good paying position w/GOOD music (Big bands, etc.) station as music director and/or D.J. for married man with two children. Have seven years experience in all phases of radio, some tv news, and can supply proof of #1 rated, all night good music show. Tape, complete resume, and top references. Hear my story in person.

Box 360E, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Production—Programming, Others

PROGRAM DIRECTOR

Now employed as P.D. at #1 station in a 2 million market. Presently earning well into 5 figures but will accept pay commensurate with market size. Young, aggressive, family man with plenty of modern radio experience. I offer: Fine production ability—creative sales and promotional ideas—new programming concepts—sound leadership—ratings—loyalty. Write giving full particulars of operation and approximate day.

Box 327E, BROADCASTING

TELEVISION

Help Wanted—Management

SALES PROMOTION MANAGER

• • • needed in leading major midwest market TV station. Send complete resume (picture if possible). Replies held in strictest confidence.

Box 366E, BROADCASTING

Sales

EXPERIENCED TV
SALESMAN

Desired at once. Top market station with dominant ratings. Active list plus substantial prospect list. Salary plus commission level requires top caliber application only. Send photo and complete resume to Ben McLaughlin, General Sales Manager, KETV, 27th & Douglas, Omaha, Nebraska .

Help Wanted—(Cont'd)

Announcers

IMMEDIATE OPENING

For experienced on-camera commercial announcer, strong on news. Upper Midwest locale in attractive, friendly, progressive capital city. Send tape, photo, detailed resume with references. SOF if possible.

Box 322E, BROADCASTING

Technical

TV BROADCAST ENGINEERS

Opportunities for technicians having basic knowledge of TV theory with some operational experience. Write Corinthian Broadcasting Corp., 302 South Frankford, Tulsa, Oklahoma.

FOR SALE

Equipment

REK-O-KUT DISC CUTTER

2 year old. $250.00, standard library. 75% never used. $300.00. Thermofax duplicator, new, make offer. Ampex recorder PR-10, make offer.

Box 362E, BROADCASTING

HI-SPEED
TAPE DUPLICATING!

The largest independent tape duplicating center in Northern Cal., Ore., Wash., & Ha. is ready to serve you quickly and inexpensively. Complete tape and disc facilities also available.

audio recorders
1338 GRAND AVENUE • OAKLAND 12, CALIFORNIA

rates on request

SUFFERING FROM MOUNTAIN TOP FASCINATION?

Cure your problems with the MOSELEY Model RRC-10 RADIO REMOTE CONTROL SYSTEM. Complete control, telemetering and main program channel for FM transmitters with a 950 mc STL. Write to

MOSLEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

EMPLOYMENT SERVICE

JOBS IN RADIO & TV
THROUGHOUT
THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—
Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ.'s
PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

STATIONS — FOR SALE

IN COLORADO
250 Watt Full Time
$75,000 29% Down
Box 161E, BROADCASTING

SOUTHERN CALIFORNIA
Radio station for sale. No. 1 in county. Grossed $85,000 in 1960. 25% over 1959; expenses $60,000. 1 KW now, can go to 5 KW. Own some land, building. 7 on staff. $135,000, 29% down. Excellent money-maker for owner-manager. Present owners unable to devote enough time to operation. Send proof financial ability.
Box 252E, BROADCASTING

HASKELL BLOOMBERG
Station Broker, Lowell, Mass.
Massachusetts—$100,000.00; $300,000.00. New Hampshire—$200,000.00. Maine—$110,000.00. Pennsylvania—$100,000.00. All UHF—$50,000.00. Wyoming—$100,000.00; $150,000.00. Colorado—$275,000.00. Mississippi—$150,000.00; $250,000.00. Arizona—$75,000.00. California—$175,000.00. Arkansas—$80,000.00. Idaho—$65,000.00. Alabama—$150,000.00; $200,000.00. Florida—$200,000.00. PLEASE WRITE complete identification and cash available.

GUNZENDORFER
ARIZONA. 250 watt fulltimer. Asking $15,000 down. Total price *$80,000*.
CALIFORNIA. 1 kw daytimer. Asking *$150,000* with $43,500 down. Easy payout.
NEVADA. Daytimer. Asking *$100,000* with $29,000 down. Attractive terms.
WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

Calif	single	fulltime	$150M	terms
Va	single	daytimer	80M	25dn
Iowa	single	fulltime	82M	cash
Texas	single	250w	28M	8dn
Pa	small	daytimer	100M	15dn
Calif	medium	fulltime	82M	30dn
NW	metro	regional	155M	terms
Fla	metro	daytimer	165M	20dn
Va	metro	regional	215M	29%
Midwest	metro	daytimer	200M	terms
Midwest	capitol	daytimer	90M	29%
South	major	fulltime	315M	terms

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

STATIONS FOR SALE
SOUTHWEST. Top market. Old, established facility. Currently doing $16,000-$17,000 a month. Profitable. Asking $300,000 with 29% down.
DEEP SOUTH. Top market. High rating. Full time. Averages $13,000 a month. Real estate.
JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Texas semi-major regional $200,000 29%—Texas single regional $63,000—Texas single fulltime $52,650 29% 10 yrs.—Texas single fulltime $100,000 29%—Texas single regional $47,500 25%—Texas fulltime single $160,000 29%—Arkansas fulltime single $65,000 for 80%—Southern major regional fulltime $350,000—Southern single day $45,000 $7,250 down—Southern single fulltime $50,000 $10,000 down—Southern major regional day $150,000 29%—Southern major regional day $140,000 29%—West Coast fulltime regional $365,000 29%—Florida single regional $50,000 $9,000 down—Florida major day $120,000—Florida semi-major 5kw $225,000—Florida semi-major regional fulltime $230,000 29% Florida semi-major regional $265,000 29%—Florida single day $35,000 cash—Louisiana major day $97,500 29% down—Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

MISCELLANEOUS

ATTENTION TV STATION & SALESMANAGERS
So you can't sell real estate dealers on using TV. Don't tell that to "The House Detective," This pioneer TV real estate program is now in it's 9th year and is running presently in markets like Atlanta, Richmond, Norfolk, Indianapolis among others. We do the whole job for you—sell, write, produce. announce—with no "time brokerage" and no guarantee. We produce revenue from "fringe-time" from a category that has been non-productive for most TV stations—real estate. We are now in a position to add a limited number of additional markets. For more information, call, write, or wire Cy Newman, H.D. Productions, Inc., PO Box 3107, Bon Air, Virginia. Phone Bridge 2-0200.

NEED HELP? LOOKING FOR A JOB? SOMETHING TO BUY OR SELL?
For Best Results You Can't Top A Classified Ad in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 102

WEHH Elmira Heights-Horseheads, N.Y.—Remote control permitted.

License renewals

Following stations were granted renewal of license: WIP-AM-FM Philadelphia, Pa.; WSBB New Smyrna Beach, Fla.; KXGN-AM-TV Glendive, Mont.; WERC Erie, Pa.; WYSE Lakeland, Fla.; WLAS Jacksonville, N. C. Comr. Lee dissented. WLTC Gastonia, N. C., Comr. Lee dissented. KMPC Los Angeles, Calif.; WYMB Manning, S. C.; WMAF Madison, Fla.; WNDR Syracuse, N. Y.; WBLR Batesburg, S. C.; WMCK McKeesport, Pa.; WMAP Monroe, N. C.; WMBG Richmond, Va.; WHNC-AM-FM Henderson, N. C.; WCOS-AM-FM Columbia, S. C.; WGTM Wilson, N. C.; WNER Live Oak, Fla.; WUSJ Lockport, N. Y.; WLOH Princeton, W. Va.; WCVI Connellsville, Pa.; *KRRC Portland, Ore.; *WHUS (FM) Storrs, Conn.; *WMUA (FM) Amherst, Mass.; *WRTI-FM Philadelphia, Pa.; KZUN Opportunity, Wash.

Rulemaking petitions

FILED

Pan American Bcstg. Corp. New York, New York (2-17-61)—Requests amendment of rules to assign uhf ch. 37+ to New York, N. Y., by making following proposed changes:

	Add	Delete
New York, N. Y.	37+	—
Paterson, N. J.	47+	37+
New Brunswick, N. J.	80	47+
Camden, N. J.	*78+	*80
Bridgeton, N. J.	81+	64—

Florida Educational Television Commission Tallahassee, Fla. (2-17-61)—Requests amendment of Part III, to provide for changes in, and additions to, Table of Assignments in the following respects:

1. That following changes in uhf assignment be made and channels designated by an asterisk be reserved for educational use:

Location	Delete	Add
Bradenton	28—	*28—
Ocala	15+	*15+
Marianna	17+	*17+
Palatka	17	*17
Leesburg	26—	*26—
Lake City	33+	*33+
Boca Raton	none	*25
New Smyrna Beach	none	*18
Cocoa	none	*14
Madison	none	*21+
Fort Pierce	none	*31+
Fort Myers	none	*16+
Orlando	18	63
Lakeland	16+	55
Lake Wales	14	42
Fort Lauderdale	39	43

2. Following proposed group of new uhf educational reservations are to be activated to serve following existing or proposed junior colleges and proposed new state university:

Ch. 18, New Smyrna Beach (Serving Daytona Beach Junior College, Volusia County Junior College, Stetson University and Bethune-Cookman College)

Ch. 28, Bradenton (Site of Manatee Junior College)

Ch. 15, Ocala (Site of Central Florida Junior College and Hampton Junior College)

Ch. 17, Marianna (Site of Chipola Junior College)

Ch. 17, Palatka (Site of St. John's River Junior College)

Ch. 26, Leesburg (Possible site of proposed junior college)

Ch. 33, Lake City (Possible site of proposed junior college)

Ch. 25, Boca Raton (Site of proposed new state university)

Ch. 14, Cocoa (Site of Brevard Junior College and Carver Junior College)

Ch. 21, Madison (Site of North Florida Junior College and Suwannee River Junior College)

Ch. 31, Fort Pierce (Site of Indian River Junior College and Lincoln Junior College)

Ch. 16, Fort Myers (Site of proposed Southwest Florida Junior College)

National Educational Television & Radio Center Washington, D. C. (2-21-61)—Requests reassignment of uhf ch. 20 from Coshocton, Ohio, to Athens, Ohio, and reservation of that channel for noncommercial use, buy making following proposed changes:

	Present	Proposed
Athens, Ohio	62—	*20, 62—
Coshocton, Ohio	20	71—

These Farmers Have Found A Way To "Keep 'Em Down On The Farm"

Dairymen Have Found That Sound Business Principles, Including Good Salesmanship, Pay Off

These Farmers Talk About How To Sell

Drop in at the Sheraton Towers Hotel in Chicago March 22-23. You'll find yourself in the midst of one of America's most unusual annual meetings. From 300 to 400 dairy farmers will have turned the milking chores over to their wives, sons, daughters, and hired hands so that they can get together for two days to talk about how to strengthen their dairy foods *selling* program.

Dairy farming, like most other segments of agriculture, has changed a great deal in the past quarter century. Today's dairy farm is a highly capitalized business enterprise, and the families who operate these businesses, in every state in the union, are very much interested in all phases of business.

When dairymen send their representatives to the 21st annual meeting of the American Dairy Association this month, they are instructing these delegates to help develop more effective ways to tell the dairy foods story to consumers. The business of the American Dairy Association is to serve as the Voice of the Dairy Farmers in the Market Places of America.

Some People Scoffed At The Idea of Selling

When some of the far-sighted dairy farmer leaders proposed a quarter century ago that dairy farmers should provide money to develop a special non-brand dairy foods selling program, there were more people who ridiculed the idea than who praised it. Even today there are still a few people who tell farmers that it is the farmer's job merely to produce food and not to worry about selling it.

But dairy farmers didn't buy this philosophy, and the proof is in the steady growth of the American Dairy Association program through the past 21 years. Starting out with $271,000 in 1940, the Association operates in 1961 with a budget in excess of six million dollars—every penny of which comes directly from dairy farmers who believe firmly in the idea that producing a good product is only the start toward business success, with salesmanship being as important as production itself. Dairy farmers have generally recognized that producing milk for a living carries with it the obligation to build and to maintain markets for that milk.

The dairy farmers have developed this appreciation for the tools of selling is all the more interesting in view of the ages-old public acceptance for milk as "nature's most nearly perfect food." It might have been easy to decide to coast on past glory!

Dairy Farmers Are Big News In Food Selling

The growth of the American Dairy Association into one of the nation's major food research and promotion organizations has been rapid, especially when one considers that almost one million dairy farm families have had to be contacted and told the reasons why their support of the research and selling program would be a good investment.

The Association's program consists of several elements, including nutrition and product improvement research grants made to universities and colleges to determine more accurately and specifically the role of milk and milk products in the diets of human beings. Marketing research, much of it done through such organizations as Alfred Politz, Market Research Corporation of American and National Analysts, has helped the dairy farmers to learn more about their market and consumer attitudes.

The lion's share of the annual budget goes into consumer advertising. Not all media are used at the same time since dairy farmers have the same budget limitation problems as other advertisers, but media selections are made after careful study of what message should be delivered to what audience.

The Dairy Product Market Has Been Influenced

Along with advertising there has been an effective merchandising program, used by brand dairies and retail food outlets. All the effort that dairy farmers have been making to speak for their products in the market places of America have helped to hold and to strengthen consumer appreciation for and use of dairy products.

Although several dairy products have suffered some reverses in the competitive food market, today dairy farmers and the processors and distributors of dairy products are providing from 20 to 25 percent of the total food nutrients consumed by American families—at a cost, incidentally, of considerably less than 20 cents out of each food dollar!

At their American Dairy Association annual meeting in Chicago this month the dairy farmers will be considering such subjects as "effects of changing population mix on future dairy products sales," "new ideas in communications research," "rating services for advertising effectiveness." The talk in the corridors may at times get around to technology on the dairy farm, but the major business of the two days will be not production of milk but marketing of milk and milk products. Dairy farmers have learned to produce efficiently, and they are gaining in their knowledge of how to sell what they produce more effectively.

AMERICAN DAIRY ASSOCIATION

Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

OUR RESPECTS to Rollo William Hunter, vp & radio-tv director, EWR&R, N. Y.

Emoting was only the means to an end, not the end

Did the movies, the stage and television lose a great or even a near-great artist 21 years ago when Rollo W. Hunter closed his career as an actor? Did Mr. Hunter regretfully but manfully swallow his disappointment when he wrote finis to a four-year period of acting in soap operas on KDYL Salt Lake City which began at age 15?

Not at all, says the man who today is vice president and radio-tv director of Erwin Wasey, Ruthrauff & Ryan, New York. "As for my acting, that was just a way to make a little money while I was in school. Frankly, I was never much of an actor, anyway."

The same disarming candor is one of the things that make his agency colleagues appreciate Mr. Hunter today. They point out that in a business which is "go-go-go" Mr. Hunter invariably maintains his equilibrium in the face of crises or near crises and performs his duties quietly and efficiently. One agencyman observed:

"When everything seems to be blowing up, Rollo is likely to come up with some droll remark that breaks the tension. He never takes himself overseriously, and that's why he commands the respect of so many of us."

Convert ▪ His foray into radio as a teen-age performer sold him on the broadcast field, and throughout college he toiled in some phase of the industry. His associates say his success can be attributed simply to a capacity for hard work and to a thorough grounding in radio-tv programming and advertising acquired over a period of more than 20 years.

Mr. Hunter is a tall, alert-looking man of 40, trim of build ("I never exercise") and pleasantly informal in manner. But he can be forceful and eloquent on topics he considers significant. He is, for example, particularly irritated by the attitude of some broadcasters who regard agencymen, he feels, as "crass idiots" in programming.

"There is no reason why an agency cannot participate in control of programs," Mr. Hunter asserts. "Many radio-tv directors worked at stations and networks. And by the same token, many agencymen have moved over to networks in responsible programming positions. An agency with control of a television program often can come up with as good—if not a better—program than the networks. So the condescending attitude of many of the network and producer executives is something I cannot understand."

Mr. Hunter's own background in radio-tv production and programming began at the station level with various outlets on the west coast and progressed to the network plateau with ABC-TV in Hollywood. He doesn't consider his experience atypical for an agencyman.

Rollo William Hunter always has been interested in writing—even as a youngster growing up in Salt Lake City. He was born there on June 22, 1920, and attended local schools and three colleges—the U. of Utah, the U. of California at Berkeley and the U. of Southern California, from which he was graduated in 1941 with a B.A. degree in journalism.

By the time he had his degree, Mr. Hunter had gained experience as an announcer and as a production department employe of various stations, including KYDL and KUTA Salt Lake City and KFI-KECA Los Angeles. He was in the transcription and sound effects department of KFI-KECA when he was called for duty by the Naval Reserve in October 1941.

Mr. Hunter rose from petty officer to lieutenant (junior grade) in four years. He served in the Amphibious Force in the Mediterranean theatre and participated in landings at Casablanca, Bizerte, Sicily and Salerno.

Upon release from the Navy in 1945, he joined KECA (now KABC), which had become the ABC owned-and-operated station in Los Angeles. His initial assignment was writer-producer and he progressed to production manager, program manager, assistant program manager of the ABC Western Division and production manager of the division by the time he left in the spring of 1951. For the next year and a half he was copy chief and a tv-radio producer for John I. Edwards & Assoc., Los Angeles.

He joined the Los Angeles office of Erwin, Wasey & Co. in October 1952 as tv-radio copywriter and producer. He was named radio-tv production manager of that office in 1955 and was transferred to the agency's New York office in 1956 as director of radio-tv. In October 1957 after Erwin, Wasey & Co. merged with Ruthrauff & Ryan, he was named a vice president and a member of the plans board.

Accounts ▪ Mr. Hunter is one of three vice-presidents and radio-tv directors at EWR&R (the others are Robert L. Redd in Los Angeles and George B. Anderson in Chicago). He is most heavily involved with Dutch Masters Cigar Co., which is sponsoring Ernie Kovacs' *Take a Good Look* on ABC-TV; Campana Sales, which buys participations on various NBC-TV and ABC-TV daytime programs; Devoe & Raynolds (paints), which is active in spots, and Thermo-Fax Sales Corp., which buys participations in local tv programs.

Mr. Hunter is not "anti-ratings" *per se*, but notes: "It is important to buy a program for an advertiser that gets the *proper* audience. Sometimes you get waste circulation with a program that gets high ratings."

He lives in mid-Manhattan with his wife, the former Mary Mewhirter of Yorkville, Ill., whom he married in 1955. They expect their first child in May. (By a former marriage, Mr. Hunter is the father of two children—Kathryn, 13 and Kevin, 11.) Mrs. Hunter is a copywriter at J. Walter Thompson.

Mr. Hunter has continued his interest in writing by contributing non-fiction articles to *Saturday Evening Post*, *Bluebook* and other magazines.

EWR&R's Hunter
Hard work and a thorough grounding in radio-tv

Learning the ABC

ANY way you look at it, the 1961-62 network television season promises to be the most competitive yet. We hope that's good.

It has been quite a while since anybody seriously challenged anybody else's assertion that network television had become a three-way race. But in case there's a skeptic around harboring secret doubts, he might be reminded of what happened in Cincinnati 10 days ago. Taft Broadcasting pulled up 12-year-old roots to switch the affiliation of WKRC-TV from CBS to ABC, at the same time also pledging to ABC the primary allegiance of its Birmingham and Lexington stations, WBRC-TV and WKYT (TV).

It is true, of course, that WCPO-TV and CBS got together at the same time to solve their common problems in Cincinnati, and that behind the entire Cincinnati shuffle there is talk and back-talk about who did what to whom, and why. But that is beside the point of this discussion. Whatever the motivations, the move of the three Taft stations to ABC—which already had the affiliation of a fourth—has to be counted among the most significant testimonials that ABC's rising competitive stature has received in a long time.

There are still some markets that ABC needs to get into, or where it otherwise has a disadvantage in facilities, and at least partly for that reason CBS and NBC are still far out in front in billings. But in terms of competition for audience the race is clearly three-way, and close.

That's essentially the kind of competition we were talking about when we said we hoped it would work for the good. We have expressed reservations in the past about the extent to which popular programs seem to reproduce themselves until what is new and fresh and vital is largely obscured by the blur of sameness created by all the rest. We would like to think that as competition grows even more intense the focus of the rivalry would shift—that instead of trying to do the same things better, all three networks would spend a little more energy on being different. It just might pay off in billings as well as "image."

Changing order

THE New Frontier penetrated the FCC last week, with the assumption of the FCC chairmanship by bright young Frontiersman Newton N. Minow.

The gavel was handed the 35-year-old Chicago Democrat by Frederick W. Ford who reverts to the status of commissioner as one of that agency's three Republican members.

Mr. Ford served with distinction for almost a year. Unlike his two immediate predecessors, he didn't rock the regulatory boat and thus won the acclaim of Congress and of the press which had made a fetish of pillorying the FCC. He has been scrupulous in his dealings with broadcasters and other pleaders before the FCC.

There will be no radical overnight changes under Chairman Minow. For one thing, he is in general accord with the philosophies of his immediate predecessor, Mr. Ford. For another, the FCC regulatory processes established by congressional and court decrees over the years thwart summary or expeditious action.

Mr. Minow has a mandate from President Kennedy to elevate the level of programming. He also has an avid personal interest in the development of educational broadcasting. And he has expounded his views before the Senate Commerce Committee at his confirmation hearing on such controversial and complex matters as allocations, program rating services, network controls and spectrum management.

These problems to some degree have been in the laps of each of the seven chairmen of the FCC since the end of World War II and the coincident emergence of television.

The troubles are not generated by the ideas but in their execution. It is one thing to attempt to elevate program standards by what has been described as "moral suasion." It is quite another to seek to accomplish the result by decree or government fiat, because that would be censorship.

In etv, Mr. Minow has indicated interest in a study to allow non-commercial stations to accept advertising to help pay the overhead. That would be an unconscionable breach of faith because educational channels are allocated on a non-competitive basis. Moreover it would be tantamount to the government going into the business of broadcasting because many of the educational institutions are subsidized.

All responsible elements in broadcasting—in the profession as well as in government—want to see Chairman Minow succeed in his determination to improve conditions. Mr. Minow will find that there isn't a "mess" to be cleaned up but rather a task of coordination and management to be evolved with licensees prepared to cooperate on reasonable and lawful grounds

Mr Minow, despite his youth, comes to the FCC with an excellent reputation as a lawyer and an administrator.

It is to be hoped that he will meticulously avoid any interference with free enterprise in broadcasting in both the programming and business aspects.

Pay ball

OFF AND ON for years baseball club owners have spoken yearningly of future riches to be gained from subscription television. We wonder if they realize what a good thing they already have in free television and radio.

As reported elsewhere in this issue, major league baseball will take more than $17 million from the sale of broadcast rights in the 1961 season. That works out to an average of better than $10,000 a game that baseball is getting from free broadcasting. Many games won't draw that big a paying gate.

Baseball is taking in from television and radio at least twice the money it is paying to all the players in the major leagues. The total big league player payroll is estimated at slightly more than $8 million.

There are a good many broadcasters who would like to be in the happy position of having somebody else meet their payroll.

Drawn for BROADCASTING by Sid Hix

"I can't possibly pitch tomorrow. I've got a shaving commercial coming up!"

two more reasons why your TV dollars count for more on CH. 4 ... Buffalo!

New programming and scheduling of our full-length feature films means *new opportunities* for advertisers in the rich, vital Western New York Market.

Western New Yorkers like their film-fare at home and we're giving them more to like than ever before. The new early feature films on the "CH. 4 Theater" opens a whole new audience to meet and sell in this *six-billion-dollar-plus* retail market.

And the new time for "Starlight Theater" brings this favorite film feature on earlier to attract even more viewers to Buffalo's most popular late-evening film show.

Both programs carry the finest product Hollywood has made available to WBEN-TV. Here's your big chance to do a big job in this important metropolitan area.

Get the facts from Harrington, Righter & Parsons, National Representatives

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo